

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

PHARMACY update
MULTIPLE CHOICE QUESTIONS

12 October 1996

Standards set for OTC medicine sales

Kerr and McClelland voted on PSNI Council

NPA's project team makes an impact

Bermuda plays host to Unichem convention

Buy, buy, baby: how goes the market?



PSNC and NHSE to review pay mechanisms

Unichem to pilot health advice centres

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12 years of age. **Side effects:** Occasional hypersensitivity reactions and Methaemoglobinaemia. **Packaging quantities:** 24 lozenges in a carton [P]. **RSP:** £2.25 PL 0327/0063. **Licence holder and manufacturer:** Crookes Healthcare Ltd, Nottingham NG2 3AA. Prepared September 1996.



CROOKES HEALTHCARE

Remuneration for community pharmacy services should favour and foster excellent care, not hinder the use of professional expertise as now. This is a sentiment that many community pharmacists would broadly agree with, tied as they are by straightforward economics to a dispensary business with a large proportion of their income derived from a flat rate prescription fee. The Royal Pharmaceutical Society wants to invite other interested bodies from inside and outside pharmacy to join in a review of alternative remuneration structures for those who provide community pharmacy services. Is this arrogant, naive, suicidal? PSNC chairman Wally Dove thinks so (p485). Barely a month after the Society announced its intentions, the storm clouds are gathering over the New Horizon. PSNC will not respond formally to the Society on its proposals until the end of the month, but Messrs Dove and Williams (p486) are already throwing up the barricades and warning the Society to keep off their patch. But is the Society really in danger of stepping onto it? PSNC's patch, as Mr Dove made clear at the Unichem Convention, is dealing with those finite resources rationed out by the Department of Health, and endeavouring to ensure that visions about different roles for community pharmacy can be delivered in practical and financially viable terms. The Society's role is more as a source of ideas, maintaining professional standards and aspirations, and providing support wherever it can for PSNC. The executive task will remain with the Committee. There is more scope here for collaboration, rather than confrontation, surely? "It saddens and worries me when our profession puts forward discordant views. Other professions simply don't do it," says Mr Dove. After years of watching the bickering between the profession's leading bodies, most pharmacists couldn't agree more.

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CHEMIST & DRUGGIST

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RPSGB sets standards for over the counter sales

The Royal Pharmaceutical Society's Council has adopted a set of standards for the sale of non-prescribed medicines from community pharmacies. The standards will form a new section in the Standards of Good Professional Practice, an appendix to the Code of Ethics.

A pharmacist in personal control of a pharmacy must observe the following standards:

1a Request for advice on treatment of symptoms/conditions. The pharmacist or assistant must obtain sufficient information to allow an assessment that self-medication is appropriate and to enable a suitable product to be recommended. Questioning using the 2-WHAM or similar approach would be suitable.

able. Appropriate advice must be given on the use of recommended products.

1b Request for a medicine by name. The pharmacist must ensure that the procedures for sales of medicines provide for professional advice and intervention whenever this can assist in the safe and effective use of non-prescribed medicines. The pharmacist or assistant should obtain sufficient information to allow an assessment that the medicine is likely to be appropriate for the person concerned. The pharmacist or assistant must provide any advice which is considered appropriate to the product and the intended consumer.

2 Pharmacist's involvement. The procedures must ensure that

the pharmacist is personally involved whenever this is necessary to provide a good standard of pharmaceutical care. Assistants should be trained to know when the pharmacist should be consulted.

3 Special purchasers or users. The procedures should ensure particular care when supplying products for or to children, the elderly and other special groups.

4 Medicines requiring special care. The pharmacist must ensure that he is involved in the decision to supply any medicine which requires special care. For example, POM to P switches, those subject to abuse or misuse, or where the licence for non-prescription use is restricted to selected conditions.

See p518 for the rest of this week's RPSGB Council report.

Kerr and McClelland voted on PSNI Council

The election for the Pharmaceutical Society of Northern Ireland Council has seen long-standing members Catherine O'Rourke and John Crawford replaced by Brendan Kerr and Katherine McClelland, both new to Council.

The results of the election were announced last Thursday. The voting was as follows:

Crawford J A	85
Hannawin T G	200*
Hunter W T	128*
Kerr B	167*
Maguire T A	208*
McClelland K H	193*
O'Rourke C	111
Woodside W	199*

(*Council members elected).

There were 249 valid papers returned, and eight spoiled votes.

Mrs O'Rourke, a former president of the Society, leaves after 24 years, having been first elected in 1972. She was also heavily involved in organising the only British Pharmaceutical Conference to be held in Northern Ireland in 1969.

Malone pushing for 'new era' in pharmacy

Health minister Gerald Malone is "pushing lightly" towards a new era in pharmacy, where pharmacists provide more front-line health services.

Speaking to *C&D* at the Tory Party Conference in Bournemouth, he said: "I would like to move towards local health authorities contracting with community pharmacists."

"Representatives of the profession aren't thrilled by the idea of budgets being devolved to a local contracting level, but I am pushing lightly in that direction."

● Also at the conference, health secretary Stephen Dorrell confirmed the Government planned to bring forward a primary care bill in this month's Queen's Speech.

Temazepam pushers jailed

A pharmacist and a businessman who plotted to flood the Scottish drugs market with \$8 million worth of temazepam were each jailed for two and a half years this week (*C&D* September 21, p386).

Yogendra Patel, who owned a string of pharmacies in west London, and businessman Varsillious Petrou offered two million capsules of temazepam to an undercover police officer, posing as a Scottish drugs dealer, for £300,000.

Sentencing the pair at Isleworth Crown Court on Monday, Judge Anthony Durrant told them: "This is a particularly serious offence. This was a considerable consignment. Two million tablets, with a street value of between \$1 and \$3 per tablet

makes a total of \$2-\$6m value."

Mr Patel, of Bayswater, London, admitted offering 2 million capsules for sale on October 3 last year.

Mr Petrou, a Greek Cypriot also living in Bayswater, denied the same charge, but was found guilty by a jury.

The two bought the drugs from Lagap Pharmaceuticals for \$46,000, claiming that they were for export to Romania. But instead they stored the drugs in a west London warehouse and planned to sell them to the undercover policeman, known to them as 'Gary'.

The court also heard that Mr Patel, who is a bankrupt, was sentenced for two years in 1986 for dishonesty.

Unipath argues its corner over Persona

Unipath says the decision to distribute its Persona fertility testing device exclusively through Boots was dictated by its inability to train all pharmacists and their staff in the time it had available (*Letters*, p501).

"It is a resource issue for us," says Hubert Lafont, vice president, sales and marketing at Unipath. "We care enormously about our independent business." There is no prospect of the terms of the agreement with Boots being changed, he adds.

Nucare joined the storm of protest. Managing director Veni Harania has written to the group's members saying Unipath's action is against the interests of independent pharmacy.

Avon Health Authority vetoes new funds for homes advice

Avon Health Authority is to ban new contracts for advice to residential and nursing homes from the end of October.

This development comes hard on the heels of financial restrictions imposed by the HA on September 1 (*C&D* August 31, p277). These limited the number of homes per contractor to five and cut out service for those with less than four beds.

"Contractors have responded

to the prompting of the HA to increase activity in this area and have now had the door slammed in their face," says local pharmaceutical committee secretary Alaster Rutherford.

Pharmacists in Avon service fewer homes than others in the region, he says: 49 per cent to 67 per cent in Somerset, 79 per cent in S&W Devon, 77 per cent in Wiltshire and 77 per cent in Portsmouth and SE Hampshire.

Money available for Bromley's medication management services

Community pharmacists in Bromley, Kent, are to receive funding to provide medication management services.

The news follows the successful completion of a pilot scheme earlier this year by Bromley Health in conjunction with Surgichem subsidiary Pharmaceutical Care Services.

The new service, funded by Bromley Health, is expected to involve up to 350 patients a year.

A fee structure for participating pharmacists has yet to be agreed, but all in the area will be able to participate.

Pharmacists will review each patients' medication in liaison with the general practitioner, synchronise prescriptions, organise repeats, dispense the prescription in Nomad cassettes and, if necessary, visit the patient at home. Unused medication will also be monitored.

Tories warned about threat of RPM

Leading pharmacists held a fringe meeting at the Conservative Party Conference in Bournemouth to remind delegates that up to a quarter of all pharmacies in the UK could be forced to close if Resale Price Maintenance is abolished.

The meeting, held on Wednesday, was chaired by Sir Michael Shersby MP, and included David Sharpe, chairman of the Community Pharmacy Action Group, John Ferguson of the Royal Pharmaceutical Society, Sharon Buckle from the Company Chemists' Association and Sheila Kelly of the Proprietary Association of Great Britain.



New danger for the New Age?

Pharmaceutical Services Negotiating Committee chairman Wally Dove is "appalled" by the way the Royal Pharmaceutical Society's 'New Age' approaches the subject of remuneration.

"I am not the 'new danger' for the 'New Age'," he told the UniChem Convention in Bermuda on Tuesday, but added that "PSNC" will be doing all it can to point out to the Society the danger lurking within PIANA, and the need to think again."

Echoing the words of his vice chairman, who spoke at the Lincolnshire LPC Conference at the weekend (p486), he urged the

Society not to jeopardise the progress that PSNC is making to resolve the dispensing doctor problem. Rather than proposing new initiatives or unilateral approaches to the medical profession, it would be more helpful if the Society supported work already in train.

One area he wanted the Society to concentrate on was standards of professionalism and premises. "It is about time the Society acted to ensure higher standards throughout community pharmacy, so the vast majority are not let down by the small but highly-visible minority."



Bayer last week hosted its first conference for the principals of small multiple groups, representing 7-10 per cent of community pharmacies. Speakers (from the left) included Bayer's commercial accounts manager, Nick Simpson; Professor Conrad Harris from the department of general practice at Leeds University; the NPA's deputy director, John D'Arcy; and David Vanns, retail operations director for H I Weldrick

NPA team begins to find the cash

The professional development team set up last year by the National Pharmaceutical Association has notched up a number of recent successes in obtaining health authority funding for community pharmacy services.

South Lancashire Health Authority, with the help of NW Region co-ordinator Andrew Riley, is looking to implement a prescribing support project, potentially worth \$90,000 over a three-year period. It is an extension of an existing Department of Health project, says Mr Riley, who is working with the HA's pharmaceutical adviser, Helen Allanson, and the LPC.

So far at least, 30 medical practices have expressed an interest in using a pharmacist's services. About 30 pharmacists have also expressed interest. They will be accredited to provide advice after attending a residential course in mid-November, when the scheme will be launched to GPs.

"The objective is to get pharmacists in a sustainable relationship with doctors," says Mr Riley.

He is also working with Geoff Bourne, pharmaceutical adviser at North Staffordshire Health Authority, on developing a \$35,000 domiciliary visiting project. Funding has still to be finalised, but it is intended that the project should run for a year from next April, followed by six months' evaluation.

The project will involve social services alerting participating pharmacists to 'problem patients'. They will visit patients, assess them and formulate a care plan.

In the North East Region, Sandra Parham is working with health authorities to set up a smoking cessation scheme, a medication review service in Cumbria and a health promotion project in Leeds.

She is also working with Nottingham Health Authority to

invest \$50,000 in prescribing advice, training and palliative care. In Leeds, she is working on a scheme with the pharmaceutical adviser to provide care for terminally-ill patients.

Alison Strath, who covers Scotland, has been appointed to the Health Education Board of Scotland, which is responsible for allocating \$30,000 to the pharmacy sector for health promotion work.

Alan Gilbert, who is co-ordinator in the South West, is pursuing smoking cessation projects in Avon and Powys, and prescribing advice projects in North and East Hampshire and Worcester. Berkshire Health Authority has also asked him to evaluate a local needle exchange scheme.

● The team of co-ordinators has been strengthened by a new member, Helen van der Kraan. She previously worked in sales for Bayer and will be covering the South East.

Look out for this month's Update question paper

Enclosed in this week's issue is the questionnaire for the **Pharmacy Update** modules carried during September:

- Indigestion II (26)
- Diuretics (27)
- Eating Disorders (28).

Pharmacy Update is a distance learning programme and is accredited by the College of Pharmacy Practice. Previous modules can be obtained by using the faxback service on 0891 444791 (premium rates apply). Alternatively, surfers on the Internet can catch up by accessing the dotpharmacy site (<http://www.dotpharmacy.com>), which has a library of previous modules and questionnaires.

A telephone marking service is available for a fee of £12.50 plus VAT. A certificate is issued to verify the number of hours of continuing education achieved.

Pharmacy Update is supported by **Johnson & Johnson MSD Consumer Pharmaceuticals**.

The Lincolnshire LPC's 23rd annual conference, held at Woodhall Spa last Sunday, heard strong criticisms of the Pharmacy in a New Age (PIANA) proposals and an update on the latest pay negotiations

Feelings run high in the Fens

The 'New Horizon' document was making one almighty mistake, claimed Pharmaceutical Services Negotiating Committee vice chairman Steven Williams. "It assumes that the community pharmacy service is provided by pharmacists when, in reality, it is not."

It was contractors who took financial risks and the Royal Pharmaceutical Society had no remit to represent contractors or negotiate remuneration.

"The Society has taken it upon itself to consult about and design a new remuneration system for those contractor organisations which it manifestly does not represent." It had also asked for views from outside the profession. "Do we really want the Consumers' Association telling us how we should be paid?"

Mr Williams pleaded with the Society to leave remuneration to those closest to it. The Society

Remuneration systems should favour and foster excellent patient care, but currently the use of the pharmacist's expertise could lead to reduced remuneration which was not acceptable. This was why Council had to look at alternative structures.

"This carries some risk, but if we are to escape from the volume/competition mechanism, it will be worth taking," he said. Such structures might include fees for not dispensing, for referrals or for managing a repeat service. No one model would be ideal everywhere and nothing would be ruled in or out.

The profession's future lay in partnerships with the primary healthcare team. This would require fundamental changes to remuneration. It would also need rationalisation of pharmacy distribution to ensure provision in areas of patient need and to free pharmacists to take up partnerships with others or GPs, or to freelance for other contractors, health authorities or fundholders.

Hemant Patel, leader of the Pharmacy Support Group and a member of the Society's Council, PSNC and the National Pharmaceutical Association Board, warned that sooner or later independent pharmacies would have to abandon the marketplace or form large local co-operatives. Economies of scale were against sole proprietors who were being squeezed out by the multiples.

Another reason for forming co-operatives was that it would be impossible for pharmacies to supply all the specialist services proposed for the future. But he warned against taking on NHS services for little or no remuneration, as it was unlikely these would eventually be paid for.

He was concerned about Boots' latest asthma initiative for appearing to be in the patient's best interest, "but, in reality, it's designed to corner a share of the market in a very competitive environment". Independents had lost money by trying to compete with other work-intensive, low-cost services introduced by Boots.

"What I object to is the introduction of a service that is not being remunerated by the NHS," he said. "We all work to influence the health of the nation. It is vital, in order to protect the distribution of pharmacies, to have a planned approach."

He thought PSNC or LPCs should take proposals for a new service to an appropriate funding

body, perhaps run a trial showing the benefits, and then say that the service would be withdrawn if funding did not continue. Multiples would be included in these initiatives and the profession would speak with one voice.

Noel Baumber, Lincolnshire LPC's secretary and PSNC's Trent Region representative, agreed that individual contractors needed to amalgamate to cope with the investment in time and resources needed to take on future opportunities.

He called for a contribution-based contract which underpinned the contribution pharmacists made to medicine and community care. A new contract which rewarded activities other than volume of prescriptions dispensed would restore the Department's confidence in pharmacists' ability to make responsible use of new money without having to divert it into



The Society's Peter Curphey

locally-devolved budgets.

He calculated that contractors had already saved the taxpayer £256.4 million since 1988 through reduced remuneration.

PSNC and NHSE to review remuneration

The NHS Executive has agreed to meet the Pharmaceutical Services Negotiating Committee to review completely the negotiating mechanism and its timetable

With contractors still waiting for this year's settlement, PSNC vice chairman Steven Williams believed the present system was no longer acceptable. "We find ourselves contemplating next year's claim when we do not even know what will happen this year," he told the conference.

PSNC, whose initial claim was a 6 per cent increase in the global sum, rejected the latest offer of 3 per cent last May. Mr Williams said GPs had received a 3.13 per cent increase in income after expenses, whereas pharmacy's rise was always before costs.

"A 3.13 per cent increase alone, without improvements elsewhere, will not be sufficient to get an agreed settlement for this year," he said.

Difficulties over the late payment schedule had delayed further offers. PSNC had been pushing hard for improvements in

the payment schedule from an 80 per cent to 100 per cent advance. The Department had offered 1 per cent, on condition that the notional interest on this be taken off the global sum, the argument being that contractors would have to borrow less. PSNC had replied that this was "insulting in both concept and level" and insisted it would not agree to 'strings' affecting the global sum.

PSNC's thinking on the 1997-98 claim, submitted in August, was seeking a real increase in the dispensing fee, not tied to any increase in prescription volume. PSNC had also highlighted the unequal treatment between pharmacists and GPs, who get funding for equipment such as computers. Without such funding, many pharmacists would be unable to become part of the NHS computer integrated network, argued Mr Williams.

In the long-term, if their remuneration was to increase, contractors would have to find ways to help the NHS save money – for example, by generic substitution and controlling repeat dispensing. It would mean extra work, but some of the savings should be added to the global sum. The Government should be bold and pay for these roles first, before generating the savings, he suggested.



LPC secretary Noel Baumber

could have a positive effect on remuneration if it concentrated on raising the standards of premises and of pharmacists themselves.

PIANA failed to take account of resources for new roles and was on dangerous ground when looking at control of entry and location of contractor pharmacies, he warned. He also urged the Society not to get directly involved in the dispensing doctor issue, as PSNC's rural negotiations were at a delicate stage, with the prospect of progress being made.

RPSGB Council member Peter Curphey explained PIANA was about re-engineering an ancient profession which was in danger of expiring if it did not change.

PHARMACIST PEN PORTRAIT

Dennis Higgins



● **Qualified** in 1951 after completing his pre-reg at Thomas James Pharmacy in Wimbledon and graduating from Chelsea College, London.

● **Career** Dennis spent two years at Cambridge Hospital in Aldershot as part of his National Service in the army. This was followed by one-year stints at W E Clarke & Son in Surbiton, Surrey, and Walmsley's in nearby Mersham, and eight years at Aldington & Simpson, East Croydon. It was at that time that Dennis decided he could do just as well working for himself, so he set up D W Higgins Pharmacy in Tolworth and that is where he stayed for the following 30 years.

● **Projects** Currently a member of a Primary Care Support Force working group involved in domiciliary care and medicine management in the home.

● **Committees** On committee of Thames Valley Branch of RPSGB since 1966, now treasurer; founder member of Kingston & Richmond LPC (1974-present day), serving as chairman for several terms; served on the PSNC for South West Thames region from 1979-93; awarded a fellowship of the RPSGB in 1988 and an MBE in this year's New Year's Honours List for his pharmaceutical services to the community.

● **Interests** Ballroom dancing with wife; rifle shooting; visiting his son in different countries around the world.

● **Outlook on life** Dennis says that his days at the Royal Masonic School taught him to have a sense of responsibility and duty. Since then, he has also learnt that "you can't commit yourself to everything".

● **Pharmacy philosophy** Dennis believes community pharmacists are best placed to provide domiciliary care because they are already known to the patient and will be more readily accepted into people's homes. However, pharmacists often undervalue themselves and need to become business-minded. "Community pharmacists need to be properly recognised and properly remunerated. We are undervalued, underused and underpaid."

This persona is definitely not amused

By the time these words are printed, I would hope Unipath will have beaten a hasty retreat, and unreservedly apologised to every non-Boots pharmacy in the UK. However, that possibility is remote as I am sure Boots will have ensured a watertight contract for its one-year exclusive contract for the marketing of Unipath's new fertility diagnostic device, Persona.

What a coup for Boots, and what an insult to all other pharmacists and their dedicated staff. It is pointless me repeating what others are saying so vociferously, but I have written to Unipath, I have withdrawn Clearblue from sale and I have demanded an immediate reversal of the company's current policy.

I have not offered myself for training for the 'second phase' launch. As if one insult was not enough, I am now invited to go cap in hand and say 'please' to Mr Wotherspoon, who will then deign to add me to his waiting list. He must be joking!

The lawyers prosper, but who else?

The complexities of pharmacy contract regulations, it seems, have spawned a whole new legal industry. Every application is accompanied by reams of legal opinion and almost every decision is met by a legal challenge.

All of this may be fertile ground for the legal profession, but it does little to achieve a properly distributed pharmaceutical service.

The simple question of whether a new pharmacy is needed becomes subjugated to the vested interests of the different protagonists. Each new legal 'clarification' only succeeds in further muddying the waters of rationality.

When the conflict also

Topical Reflections



there is a very real danger of the politicians saying "enough is enough" and reverting to a market-driven free-for-all.

I still have painful memories of the chaos that preceded the present regulations, so any return must be resisted.

With a general election so close the probability of such destructive legislation in the immediate future is remote. But now has to be the time for pharmacists to talk with one voice and to formulate workable alternative regulatory proposals. The window of opportunity is small. If these proposals are not ready for the rapid consideration of an incoming administration, the political alternative of no regulations may be too tempting to resist.

Looking a fee straight in the eye

I often receive requests from the public for first aid treatment. Everything from splinters to major traumas are cheerfully dealt with, but eyes can be difficult and, invariably, I refer the removal of the proverbial brick to my optician colleague up the road.

The other day, another 'brick' case came in and, as usual, I suggested the optician, but this patient strongly refused and almost demanded I attend to his problem. His reason? "I know they will charge and you do it for free!"

I stood my ground, but on reflection I agree with the optician. Pharmacy provides far too many free services and, professionally, will never be taken seriously until the public see us applying a proper professional valuation to those services.

involves pharmaceutical services in rural areas, the whole decision-making process becomes a legal quagmire where the least important result seems to be the provision of a comprehensive pharmaceutical service.

The situation in rural Leicestershire is rapidly becoming the *pièce de résistance*, with doctors and pharmacists fighting tooth and nail over who should be allowed to provide pharmaceutical services to a number of Leicestershire villages (C&D October 5, p452).

The net result of all these shenanigans could eventually be pharmaceutical contracts with proper pharmaceutical supervision but, equally, the underlying intention of the doctors' applications must be to preserve their own control.

This is a legal argument that could run interminably, but if it is viewed at the same time as the chaos surrounding the multiplicity of new contract applications from supermarket groups on the back of the Justice Tucker judgment, then

SCRIPTspecials

Digenac XL 100

Ethical Generics has launched Digenac XL 100 sustained release tablets containing diclofenac sodium 100mg. The basic NHS price for a blister pack of 28 tablets is £10.

Ethical Generics Ltd. Tel: 01635 568400.

Sterwin's Slofenac

Sterwin Medicines has also introduced a generic diclofenac sodium SR tablet. Slofenac comes in two strengths: 75mg (28 tablets, basic NHS price £8.68) and 100mg (28, £12.72).

Sterwin Medicines. Tel: 01483 505515.

Dominion Pharma

Nitromin Pump Spray 180 dose (glyceryl trinitrate 400mcg/dose) has been launched by Dominion Pharma with a basic NHS price of £2.92. The company has also taken over the distribution and marketing of Lomexin pessaries (fenticonazole nitrate) from Pharmacia & Upjohn. All future orders should be placed with: **Dominion Pharma Ltd. Tel: 01428 661078.**

APS/Berk addition

Generic sodium valproate liquid 200mg/5ml (300ml, list price £5.30) is the latest addition to APS/Berk's portfolio of generic drugs.

APS/Berk Pharmaceuticals. Tel: 0113 238 0099.

Risperdal triangle

The CSM has lifted the Black Triangle symbol for Risperdal (risperidone), relaxing the special requirement for reporting adverse reactions. The long-term safety of the drug was confirmed last month when results of a study were presented which revealed no ECG abnormalities or changes in blood counts.

Janssen-Cilag Ltd. Tel: 01494 567567.

Xyloproct storage

Astra has changed the storage instruction for Xyloproct ointment and suppositories. Xyloproct should now be stored in the fridge and, once dispensed, patients may store it at room temperature for up to two months, after which time it should be discarded.

Astra Pharmaceuticals. Tel: 01923 266191.

New Cardio 75

Lilly has introduced Nu-seals Cardio 75, a low-dose aspirin tablet produced for over the counter purchase.

Indicated for its antithrombotic action in cardiovascular disease, Cardio 75 (P licence) contains aspirin 75mg in an enteric-coated tablet, a formulation which is thought to reduce stomach irritation. Research has shown that 10 per cent of

patients on low-dose dispersible aspirin experience irritation.

Cardio 75 is available in packs of 28 tablets (rrp £2.99) and is being supported by patient information leaflets on aspirin, and educational material for pharmacists and pharmacy assistants. Around 700,000 people a year self-medicate with aspirin 75mg. **Lilly Industries Ltd. Tel: 01256 315653.**

Viridal for erectile dysfunction

Viridal (alprostadil) is the latest launch from Schwarz Pharma aimed at the sufferers of erectile dysfunction.

Although self-injectable alprostadil is already available for the management of male impotence, Viridal has a number of unique features.

It comes in three doses – 5, 10 and 20mcg – for easier titration. The active ingredient is also complexed with alfadex to make it more stable. This means Viridal, if left unopened, can be stored at

room temperature for up to two years, eliminating the need for refrigeration. Schwarz also uses a saline 0.9 per cent diluent rather than alcohol.

Viridal comes in a single unit with a syringe, needles, diluent and swabs. Viridal 5 has a basic NHS price of \$6.74; Viridal 10, \$7.70; and Viridal 20, \$9.95. The latter is available immediately; the other two are expected for launch in November.

Schwarz Pharma Ltd. Tel: 01494 772071.

Solvay launches Zumenon 1mg

Zumenon (17-beta oestradiol) is now available in 1mg tablets in addition to the existing 2mg formulation.

The new strength allows doctors to prescribe the lowest dose of oestrogen needed to control the symptoms of the menopause, such as hot flushes and nocturnal perspiration.

If symptom control is not

achieved initially, the dose can be increased accordingly by the prescriber.

Zumenon 1mg is available in three-month calendar packs (84 tablets, basic NHS price \$7.65). Zumenon 2mg one-month packs have been replaced with three-month packs.

Solvay Healthcare Ltd. Tel: 01703 472281.

MEDICAL MATTERS

Priority list established for flu vaccination programme

Healthy people are being asked not to seek flu vaccination to make sure enough vaccine is available to protect those at high risk.

Chief medical officer Sir Kenneth Calman appealed this week to GPs to give priority to patients with:

- a chronic heart or chest complaint, including asthma
- chronic kidney disease
- diabetes
- lowered immunity to disease or treatment such as steroid medication or cancer treatment
- any other serious medical condition.

People living in residential or nursing homes, where flu can spread quickly, should also be vaccinated.

The Department of Health has produced two new patient information leaflets on flu and flu vaccination to help people identify the high risk groups in need of vaccination.

Six million doses are being supplied.

The vaccines work against the A/Singapore/6/S6(H1N1), A/Wuhan/359/95(H3N2) and B/Beijing/184/93-like strains, which are the flu strains that are expected this year.

Dansac on Drug Tariff

Dansac Soft Wire Ties (stoma bag closures) will be added to the Drug Tariff from November 1. A pack of 50 ties is listed at £4.87.

Dansac Ltd. Tel: 01223 235100.

Bioglan products

Virudox solution (idoxuridine, dimethyl sulphoxide) has been discontinued together with Bioglan Effervescent Tablets (sodium bicarbonate, tartaric acid). All back orders for the two products have been cancelled with immediate effect and any queries should be addressed to Bioglan's marketing department. **Bioglan Laboratories Ltd. Tel: 01462 438444.**

Alupent Syrup

The 2-litre bottle of Alupent Syrup has been discontinued, leaving the 300ml as the official patient pack.

Boehringer Ingelheim Ltd. Tel: 01344 424600.

CP's new pack sizes

CP Pharmaceuticals has introduced a new pack size of allopurinol tablets 300mg (100, basic NHS price £2.71) and diltiazem hydrochloride 60mg (100-tablet blister pack, £8.24). **CP Pharmaceuticals Ltd. Tel: 01978 661261.**

Tetralysal 300

From October 21, Tetralysal 300 (lymecycline equivalent to 300mg tetracycline base) will be repacked into a 28-day blister pack (basic NHS price £4.97). Existing packs of 20s and 100s will be withdrawn. Pharmacia & Upjohn will be distributing the product on behalf of Galderma. **Galderma (UK) Ltd. Tel: 01494 432606.**

Durex on the Net

Durex has followed its consumer Internet website with a scientific one aimed at healthcare professionals and researchers. The extensive new site carries up to date data on contraception and sexual health, a library of relevant abstracts and allows on-line dialogue with clinicians. The site can be found at www.durex.com/scientific. The consumer site is on www.durex.com **LRC Products Ltd. Tel: 01992 451111.**

“The biggest analgesic launch for the past 10 years”



Massive £6.4 million advertising and promotional package, including national TV, press, posters and PR.



Full range of 200mg and 400mg variants.



Striking promotional material directing customers to 'Ask your Pharmacist' about Advil*



Highly attractive PORs.



Full range of point of sale material available, ready for TV in November.



Wm. Reckitt Laboratories, Hunterscombe Lane South, Taplow, Maidenhead, Berkshire, SL6 0PH
* Trade Mark

COUNTERpoints

Imodium Liquid hits the shelves

Johnson & Johnson MSD has extended the OTC anti-diarrhoeals market by adding Imodium Liquid to its capsule range.

Imodium Liquid, which carries a P licence, is a red fruit-flavoured, sugar-free formulation containing loperamide hydrochloride 1mg/5ml. The dose for adults and children over 12 is 20ml initially followed by 10ml after each episode of diarrhoea.

The new line extension will appeal to people who



favour liquid formulations, says J&J MSD, and is expected to take a share of traditional non-loperamide liquid remedies.

Imodium Liquid (90ml, £3.45) is being supported with TV advertising until the end of November, and POS and educational material for pharmacies. **Johnson & Johnson MSD Consumer Pharmaceuticals.** Tel: 01494 450778.

New formula for Redoxon Protector

Roche Consumer Health has reformulated Redoxon Protector as a comprehensive antioxidant complex with six new nutrients.

Redoxon Protector now contains vitamin B2 and B6, selenium, zinc, manganese and copper in addition to the existing vitamins A, C and E.

New packaging has been designed to reflect the new formulation. Prices remain unchanged. **Roche Consumer Health.** Tel: 01707 366000.

Sleep tight with Panadol Night

Smithkline Beecham has launched Panadol Night, a new Pharmacy only analgesic formulated for 'bedtime pain'.

Panadol Night tablets (ten tablets, \$1.95 and 20, \$3.15) are designed to offer relief from sleeplessness that is caused by pain, such as toothache, migraine and period pain. Each tablet contains paracetamol 500mg and diphenhydramine hydrochloride 25mg. The adult dose is two tablets to be taken 20 minutes before bedtime, but if symptoms persist beyond seven days, patients should be referred. It is not recommended for children under 12, unless on doctor's advice.

The launch is being supported with a \$1.3 million TV campaign to begin in January. A range of display and pharmacy educational material is also available.

Smithkline Beecham Consumer Healthcare UK. Tel: 0181 560 5151.



Clearblue quickens the pace



Clearblue is now even quicker and easier to use, thanks to a \$2.5 million relaunch from Unipath.

The new home pregnancy test gives a result in only one minute (previously three minutes with Clearblue One Step), keeping the waiting time to a minimum. The blue 'result' lines in the windows have also been made sharper, with a round window for the control and a square one for the test.

The stick has a less angular look and comes

with a grip. The new packaging has also been designed to maximise impact on shelf.

Clearblue retails at \$10.95 for a double test, \$8.45 for a single test.

The relaunch is being supported by a \$2.5m campaign, the largest ever spent in the home pregnancy test category, according to Unipath. This includes advertising, a customer helpline number and a POS package for the trade.

Unipath Ltd. Tel: 01234 347161.

Tixylix on TV to treat toddlers

Intercare is backing Tixylix, its children's cough and cold medicines brand, with a £750,000 TV advertising campaign.

Advertising will run from November to March. The ad recommends the pharmacy as the first port of call for reliable and

effective treatment of children's coughs and colds.

In conjunction with the TV advertising, Intercare is supporting independents with POS and merchandising material.

Intercare Products Ltd. Tel: 01734 790345.

Health begins at Home this Christmas

AAH Pharmaceuticals' Healthcare Centre is running a series of promotions for pharmacists on its Home Health range of mobility and disability aids in the run-up to Christmas.

The company is offering 10 per cent discounts on three parcels of products – at \$100, \$200 and \$300 trade.

All three promotions offer free POS material. The \$200 parcels include two free packs of Home Health bag stuffers. The \$300 parcels have a pack of 20 Home Health catalogues valued at \$10. Orders are required by October 18.

The company is also offering discounts on its Home Health incontinence range starter pack and walking sticks. The starter pack is reduced from \$128 to \$115 trade, offering more than 36 per

From 'A to Zinc' with Arkopharma

Arkopharma has launched Azinc Complex, a new multivitamin and mineral product.

The one a day capsules (\$3.65) are sugar-free. It is claimed they contain all the essential components of the RDA in the diet. These include beta-carotene, which can be transformed by the body into vitamins A, C, E and B6, and iron, magnesium, zinc, copper and folic acid.

The supplement is formulated to help increase energy levels.

Arkopharma UK Ltd. Tel: 0181 763 1414.

cent POR. A free stand worth \$20 is on offer with every order of 26 walking sticks.

Third in the series of promotions is the Living Aids starter pack, which is reduced from \$106.51 to \$95.86 trade to offer POR of more than 31 per cent. It features products such as long-handled toe nail scissors and tap turners.

Last in the series is designer therapeutic healthcare jewellery. The 18-piece Arthriton deluxe selection pack, and the 32-piece Magnotherapy selection both come with free display stands. Both ranges offer PORs of more than 44 per cent.

All but the first promotion are available via the Healthcare Hotline (0345 808090), while stocks last.

AAH Pharmaceuticals Ltd. Tel: 01928 717070.

Vicks steps up sampling campaign

Procter & Gamble is extending its sampling campaign for Vicks Ultra Chloraseptic.

From December until February, representatives will call on over 6,000 pharmacies in the UK.

Sampling kits with 150 Vicks nozzles will enable pharmacists to try the

product on customers complaining of a sore throat. The brand will be supported by a \$1 million marketing campaign to be launched in early December, backed by national TV and radio.

Procter & Gamble (Health & Beauty Care) Ltd. Tel: 01932 896000.



The Sensodyne Search range of toothbrushes is famous for creating smiles, just as the Mona Lisa is famous for having one. You could say we're the 'Masters'.

Our toothbrushes currently enjoy 70%¹ recommendation amongst hygienists, and the 3.5 toothbrush is the one they most often use themselves.

As with art, there is a Sensodyne Search toothbrush to suit everyone. They now come with vibrant coloured handles and colour coded packs, to help your customers select the right brush for their needs more easily. All displayed in a merchandising unit which is guaranteed to create interest and sales. When it comes to creating perfect smiles... you can rely on our brush strokes.

SENSODYNE
SEARCH

**You'll have a perfect smile
when you see your sales figures.**





Solpaflex. Now it's on TV, everyone will be asking for it.

CONTAINS IBUPROFEN AND CODEINE

Throughout November, Solpaflex Tablets will be on TV with a £1.5m burst.

This is just part of the massive £3.2m marketing spend driving this exciting new Pharmacy-Only brand from SmithKline Beecham.

There's going to be a huge demand so make sure you stock up now and, of course, don't forget to save some for yourself.



Product Information. **Presentation:** Pink, film-coated tablets marked with name Solpaflex, containing Ibuprofen Phosphate Ph 500 mg and Codeine Phosphate Hemihydrate Ph 50 mg. **Uses:** Relief of pain such as headache, rheumatic and muscular pain, backache, neuralgia, dental pain, and dysmenorrhoea. **Dosage and administration:** *Adults:* one or two tablets every 4 to 6 hours. Not more than 6 tablets in 24 hours. Consult a doctor if symptoms persist for more than 7 days. *Elderly:* With impaired renal and hepatic function should have dose assessed individually by doctor. *Children (under 12 years):* Not recommended. **Contraindications:** Known allergy to ingredients or history of peptic ulceration. **Precautions:** Use with caution in patients with gastro-intestinal disease. Bronchospasm may be precipitated in patients suffering from, or with a history of, bronchial asthma or allergic disease. Cross sensitivity with aspirin or other non-steroidal anti-inflammatory drugs should be considered. Caution required in patients taking monoamine oxidase inhibitors, thiazide diuretics or oral anti-coagulants. Monitor prothrombin time for first few days of combined treatment with anti-coagulant therapy. Avoid in pregnancy and lactation unless essential. Do not drive or operate machinery if affected by dizziness or sedation. **Side effects:** Ibuprofen may cause gastrointestinal disturbance, peptic ulceration and gastrointestinal bleeding, frequently, skin rashes and thrombocytopenia. Codeine may cause constipation, nausea, dizziness and drowsiness, according to dosage and individual susceptibility. **Legal category:** P. **Product licence number:** 0071/0431. **Product licence holder:** SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BD. **Presentation and RSP:** 12 tablets £1.95, 24 tablets £3.50, 48 tablets £6.75. **Date of preparation:** June 1996. **SB SmithKline Beecham Consumer Healthcare**

Cuticura campaign

A new advertising campaign for Cuticura will break on November 1 in women's magazines. Three advertisements will focus on the brand's mildly-medicated talcum powder, its bar soap and its anti-bacterial liquid handwash. Each features the headline, 'Who can you trust?'.
Keyline Brands Ltd.
Tel: 0181 893 5333.

Cymalon to Seton

Smithkline Beecham Consumer Healthcare has agreed to sell Cymalon, used for the treatment of cystitis, to Seton Healthcare. All further orders and enquiries should be addressed to: Seton Healthcare Group Customer Care, Stakehill Distribution Centre, Stakehill Industrial Estate, Finlan Road, Middleton, Manchester M24 2SJ.
Seton Healthcare Group plc. **Tel: 0161 654 3000.**

Autumn promotion

Ever Ready is promoting Ever Ready Silver Seal batteries. Special packs of four R6S Silver Seal batteries will feature five batteries for the cost of four. Promotional packs will be available from mid-October and are expected to last for a minimum of four weeks.
Ever Ready Ltd.
Tel: 0181 882 8661.

Hill's Balsam Pastilles now stand alone!

Windsor Healthcare has created a new stand-alone outer for its Hill's Balsam Pastilles.

The outer is branded with the product's imagery, and has been designed to take six packs of each of the three variants: Chesty Cough, Nasal Congestion and the Extra Strong 2 in 1 formulation.

The back panel of the outer features graphics of each pack, and pastille packets are designed to sit in an upright position in the outer.

Windsor Healthcare Ltd.
Tel: 01344 484448.

A fresh burst of mouthwash

Warner-Lambert is reinforcing its position in the oral care league with the launch of Freshburst Listerine antiseptic mouthwash (200ml, \$1.95 and 500ml, \$3.49). It has a minty taste and is formulated to be milder on the mouth.

The company says that the product will appeal to young and predominantly female consumers who prefer a minty taste but with the same Listerine formula.

Freshburst has new packaging and livery which helps in differentiating between the products in the range by highlighting their individual flavours and format.

Over \$2.5 million has

been invested in the brand. Support for the launch will include a radio campaign in January and February; a TV campaign focusing on the entire Listerine

range in January; plus sampling. POS material will also be available for pharmacies.

Warner-Lambert Consumer Healthcare.
Tel: 01703 641400.



Forehead-C reduces fever

Lina Trading is launching Forehead-C, a new product for the treatment of fever in babies and young children, next month.

Forehead-C is formulated with aloe vera gel that absorbs heat and helps to disperse inflammation. The company claims it can help to reduce temperatures by as much as 1°C for up to two hours.

Forehead-C has a rrp of \$2.49 and comes in display boxes containing 30 packs (a minimum order of two boxes costs \$13.50 plus VAT – delivery included).

As an added bonus, pharmacists who order the new product before October 31 will also get free boxes of Cozy Pads, (box of five, \$8.49). The number of free boxes received depends on the order size.

The launch will be supported by a \$250,000 media campaign on television and in the consumer press. The television advertisement will feature a Lo Call number to phone for details of stockists.

Lina Trading Ltd.
Tel: 0171 629 4144.

New standards for Bodyform towels



Sancellia has relaunched its range of Bodyform Standard towels.

The product completes the Bodyform thick towel range in terms of product specification and pack appearance.

The range is designed to improve on leakage prevention, absorption,

discretion and comfort.

New packaging will bring the Bodyform Standard towels in line with the Visible and Plus variants, although packs will be lighter in colour than the winged products.

Sancellia Ltd.
Tel: 01622 883000.

Piz Buin Mountain aims for the sky

Zyma Healthcare is launching Piz Buin Mountain, a range of sun care products formulated to help protect skin in mountain environments.

It is formulated to give protection from the sun's rays at a high altitude and combines a UVA/UVB Reflection System.

The range offers a choice of SPF's from 6-25. Combi is a two in one product comprising SPF 6, \$6.19; SPF 10, \$6.79;

SPF 15, \$6.89; and SPF 25, \$6.99.

The Creams comprise an SPF 10 Allergy, \$6.79; SPF 15, \$6.59; SPF 20 Extreme, \$6.99; and SPF 25, \$6.99.

Sticks is a range of lip products, including SPF 20, \$1.99.

Aftersun Cream (\$3.99) is formulated to soothe the skin after exposure to extreme conditions.
Zyma Healthcare.
Tel: 01306 742800.

Lip service from Australians



Australian Bodycare has launched a new lip balm formulated to help bring relief to dry, sore and cracked lips.

Australian Bodycare Treatment Lip Balm (£3.99) contains 5 per cent tea tree oil, and acts as a natural antiseptic. Used on a regular basis, the balm should also help to prevent cold sores from developing.

As with all Australian Bodycare products, a Helpline number, manned during office hours for advice on usage or stockists' information, is printed on the packaging – 01892 531300.

Australian Bodycare Ltd.
Tel: 01892 531300.

The brand-new world of Imation

Imation is a brand-new Photo Colour Systems company. Originally linked with 3M Photo Colour Systems, it has been an independent company since July 1.

Imation's areas of business include photographic, date storage and medical imaging products, and printing and publishing systems.

The company supplies a range of private label, Scotch brand films and single-use cameras to UK retailers, photo-finishers and wholesalers.

Support is appearing in the medical, printing and photographic press until Christmas.

Imation Colour Photo Systems.
Tel: 01344 858307.

your liiqui asse

From Imodium comes a new, soothing anti-diarrhoeal liquid. A liquid that's not only more effective than most traditional liquid remedies, but also gives you superior profit return.

Product information: Presentation: 90ml bottle of red fruit-flavoured sugar-free liquid containing loperamide hydrochloride 1mg/5mg cartonned with plastic measuring cup. Dose: Adults and children over 12, two 10ml doses followed by one 10ml dose after each episode of diarrhoea. Maximum dose: eight 10ml doses in 24 hours. Not for use in children under 12 years. Uses: Treatment of acute diarrhoea. Contradictions: Conditions in which inhibition of peristalsis is to be avoided, abdominal distension, colitis or as sole treatment in acute dysentery. Warning and Precautions for Use: Imodium Liquid is for the symptomatic relief of diarrhoea only and is not a substitute for rehydration therapy.

For further details of our bonus offers and support package contact your

new d t.



NEW

ImodiumTM
Loperamide

LIQUID



 Can stop
diarrhoea
with
one dose

With a £3million ad spend supporting 50% brand growth in 1996, you and your customers couldn't have a better asset when it comes to stopping diarrhoea.

Recommend a new solution for diarrhoea

symptoms persist for more than 24 hours, a doctor should be consulted. Drug Interactions: None. Side-effects: Abdominal cramps, nausea, vomiting, drowsiness, dizziness, dry mouth and skin reactions. Pregnancy: loperamide should only be used during pregnancy or lactation on the advice of a doctor. Overdose: Consult doctor. Gastric lavage or induced emesis and/or enema may be recommended. If intoxication suspected, naloxone may be administered and patient observed for at least 48 hours. Product Licence Number: PL 0242/0115. RSP: 90ml £3.45. PL Holder: Jannssen-Cilag Ltd, Saunderton, High Wycombe HP14 4HU. Date of preparation October 1996. Legal Category: P. TM indicates trade mark.

Johnson & Johnson MSD Territory Manager or telephone 01494 450778.

Blast off for Rocket Bottle

Kiddiwinks' new Rocket Bottle has been designed to fit comfortably into mothers' hands, and has a colour co-ordinated coaster for balance.

The rocket-shaped bottles feature safety-tested silicone teats with hygienic clear polycarbonate teat covers, cap and disc for leak-free travel and storage.

The pastel-coloured bottles have a choice of dolphin, elephant and duck designs (125ml, £2.29) and (250ml, £2.49).

Lewis Woolf Griptight Ltd.
Tel: 01386 553386.

Organic Choice from Cow & Gate

Cow & Gate is launching Organic Choice, a new range of organic baby foods.

It comprises four different recipes suitable for babies from four months. Varieties include: Banana & Apricot, Spring Vegetable Medley, Apple & Carrots and Apple & Banana (110g jar, \$0.56).

Ian Thomas, sales director at Cow & Gate, explains: "Penetration by organic baby foods in

the pharmacy is low at the moment, despite the high



cash margin it commands. Organic Choice offers pharmacists a opportunity to expand this sector."

Cow & Gate is investing \$200,000 in the launch of Organic

Choice. Support includes national advertising and giveaways in

parenting magazines, plus PR via regional press taste tests.

Further information can be obtained by calling the Cow & Gate Careline on 0345 623623.

Cow & Gate Ltd.
Tel: 01225 768381.

Cussons gets personal with Carex

Cussons has launched a range of personal wash products for its Carex brand.

New Carex Body Wash (250ml, \$1.99), Bath Foamwash (400ml, \$2.39) and Bar Soap (125g, \$0.69) will be supported by a \$2 million marketing spend to include in-store promotions and sampling.

Television and press advertising will begin in February and carry on

until March. TV coverage will only focus on Carex Body Wash. However, press advertising will feature advertisements for each of the products in women's magazines.

Packaging for the range incorporates a blue design, and the Body Wash and Bath Foamwash have flip-top caps for ease of use.

Cussons (UK) Ltd.
Tel: 0161 491 8000.



New Oilatum targets junior

Stiefel Laboratories has introduced a new variant of Oilatum aimed specifically at children.

Oilatum Junior Bath Formula (150ml, \$4.45) has the same formula as the adult emollient bath additive but is packaged to appeal to children.

Research commissioned by Stiefel has shown that children with eczema and dry skin conditions need treatments with packaging specific to them.

Stiefel Laboratories (UK) Ltd.
Tel: 01628 524966.

Enhancing the environment

Eve Taylor has launched a new Environmental Fragrancing Kit, which consists of two blends of pure natural essential oils from a choice of soothing, energising, revitalising or refreshing, and two hand-made clay diffusers.

The Environmental Fragrancing Kit retails at \$17.67. The diffusers are safe to use, as they do not operate on electricity or batteries.

Eve Taylor (London) Ltd. Tel: 01733 321101.

Dead Sea packaging comes alive

Ahava UK has repackaged two of its Dead Sea Mineral skin care products.

Dead Sea Salts (1kg bottle, \$10.95) is now available in a clear plastic bottle, complete with screw-top lid and easy to read measurement scale down the side. The latest addition to the Dead Sea Salts range comprises two x 250g sachets in a carrier box (\$8.50), including two essential oils - lavender to aid relaxation and peppermint to revitalise.

Dead Sea Mineral Black Mud (1kg, \$15.50) is also available in a carrier box containing four individual 250g sachets. Each sachet is microwaveable and can be massaged into the scalp and hair to help rejuvenate it.

Ahava UK. Tel: 01452 864574.

LEMSIP POWER+ Active Ingredients: Ibuprofen 400mg and Pseudoephedrine HCl 60mg

Essential Information

Ingredients: Each sachet contains ibuprofen Ph. Eur. 400mg and pseudoephedrine HCl BP 60mg in a base containing aspartame and sodium saccharin. Each sachet contains 1.6g sugar. **Indication:** Flu and heavy colds. **Dosage and directions:** Adults and children 12 and over: one sachet dissolved in hot not boiling water. One sachet every 4 hours. No more than 3 sachets in 24 hours. Children under 12: not recommended. **Contra-indications, warnings etc:** Ibuprofen should be avoided by patients with a stomach ulcer or other stomach disorder. LEMSIP Power+ is not recommended for patients who are taking or have recently taken MAOI drugs. Patients with phenylketonuria should not take this product. Patients receiving regular medication, asthmatics, diabetics, anyone allergic to aspirin or other NSAIDs, pregnant women and anyone who has been told to keep to a low salt diet should consult their doctor before taking this medicine. Pseudoephedrine may interact with antihypertensives and other sympathomimetics. Use with caution in glaucoma. It should not be used by patients suffering from severe coronary heart disease, hypertension or who are allergic to pseudoephedrine. In pregnancy, use only on doctor's advice. In certain people, reactions such as dry mouth or restlessness may occur. **RSP price:** 10 sachets, £4.19.

Marketing Authorisation: 63-0082. **Holder of Marketing Authorisation:** Reckitt & Colman Products Limited, Dansom Lane, Hull, HU8 7DS. **Legal status:** P. **Date of preparation:** September 1996.

Reference

1. Data on file, Reckitt & Colman Products Limited
LEMSIP POWER+, LEMSIP and ① are trademarks.

① Reckitt & Colman Products Limited

ON TV NEXT WEEK

Belle Color: All areas

Brylcreem: C4

Ibuleve: S, U, W, S4C, HTV, G, A, M

Imodium: All areas except CTV and GMTV

Movelat Relief: All areas except GTV, U, STV, CTV, CAR, GMTV, TSW & Satellite

Nutralia: All areas

Oil of Ulay: All areas

Otex: BSkyB

Pantene: All areas except GMTV

Rimmel: All areas except U

The Wrigley Company/Sugar Free Brands: All areas

GTV Grampian, B Border, BSkyB British Sky Broadcasting, C Central, CTV Channel Islands, LWT London Weekend, C4 Channel 4, U Ulster, G Granada, A Anglia, CAR Carlton, GMTV Breakfast Television, STV Scotland (central), Y Yorkshire, HTV Wales & West, M Meridian, TT Tyne Tees, W Westcountry

**Fast acting relief
for severe colds and flu**



**Power in
a hot drink**

Paradise island hosts Unichem Convention

Rain failed to dampen the enthusiasm of the 300 delegates gathered in Bermuda for the annual Unichem Convention.

Officially opened by Lord Waddington, the governor of Bermuda, the conference covered topics ranging from patient pack initiatives and incontinence to 'Pharmacy in the New Age'. Financial and retail workshops, organised in response to a delegate survey last year, offered pharmacists an open forum to discuss problems and obtain practical advice, spanning plans for the performance of Unichem shares.

In his opening speech, chief

executive Jeff Harris (below) admitted that 1996 had been overshadowed by the plans to buy Lloyds Chemists. He now looked forward to the acquisition. He spoke of the company's commitment to the independent and Unichem's desire to create a network of independent pharmacies working alongside the Moss group to develop training, technology and retail disciplines. "In my judgment, these are the three competences which will be needed for



the pharmacist's expanding role in disease management and for the professional services which are required by both manufacturers and health authorities."

He said that Unichem will be "concentrating on these business strategies: to buy and integrate Lloyds Chemists; to create an even closer professional partnership between Moss and independent pharmacies; and to develop our wholesaling expertise and retail partnerships into other European markets".



UniChem


Expert advice on the intricacies of finance

The financial workshop was led by Unichem finance director Geoff Cooper: "Financial success is really about looking after our money." A key message was that "to be financially successful you don't need to waste five years joining the closed shop of accountants; instead, you need to know enough to boss your accountant around and to make sure you get good advice".

To assist members in accessing experts on money, Unichem is launching a free telephone line, staffed by accountants from the UK200 Group. This is in addition to Unichem financial seminars, which are running nationwide.

More practical financial advice concerned stock levels, and Mr Cooper told delegates that "in Unichem's experience, increasing stock is responsible for most of the cashflow problems of pharmacies who are often tempted by 'special rates with attractive margins' to build stock without examining what this does to cashflow and interest costs".

Recognising customer dissatisfaction with many aspects of banking arrangements, Unichem is discussing the possibility of working with one bank to produce the cheapest banking package for members.

Self-promotion through partnership

A new venture to enable pharmacists – independents and Moss – to work with manufacturers to deliver professional services and obtain funding for these new roles was put forward by Barry Andrews, managing director of Moss Chemists.

He said Moss and Unichem were forming a new venture – 'Professional Partners' – consisting of pharmacists and pharmacies that are ready, willing and able to provide services required by manufacturers, such as monitoring compliance, formulary management and asthma clinics.

'Professional Partners' could help provide training, set up a common IT structure and provide the appropriate organisation to manage the venture. It could negotiate with the manufacturers on behalf of all partners and could become the channel of choice by providing new disease management roles.

Mr Andrews told delegates that the unique and unifying partnership of multiples and independents would benefit the profession, patients and manufacturers. Although it was conceived as a structure to deliver services to manufacturers, Mr Andrews said it could be backed into the public sector. He admitted that at times he questioned the ability of the local representative negotiating structure to wrinkle out money from cash-strapped health authorities and

to press home the advantages and strengths of pharmacy.

As he pointed out, health authorities are not obliged to purchase pharmaceutical care from local pharmaceutical committees, and if the LPCs are left behind by more professional bids from a commercial organisation, such as Boots, where did that leave the independent? 'Professional Partners' neatly fitted into the community pharmacy initiative launched by Unichem this week.

Delegates were also presented with the headlines of the Sloggett report, a statistical analysis of pharmacy commissioned by Moss. Mr Andrews told the conference that training a pharmacy assistant would provide an additional sales benefit at an average level of \$5,500 per annum. Pharmacies that didn't have a good relationship with their local GP practice were missing out on 190 extra prescription items per week, equivalent to \$80,000 turnover. For those pharmacists who needed proof of the efficacy of merchandising, lack of control of spare allocation and ranging cost the average pharmacy \$13,000pa in lost sales.

Delegates looking for new areas to develop were presented with details of an ideal pharmacy

product. Associated with a growth market, a high margin, a unique selling point and huge potential, prescription spectacles was a \$700 million market growing at 7 per cent pa, diversely demographic and offering a 50 per cent profit on return. The USP was the price – up to a third of the optician's price for an identical product. Following a successful trial in Moss, the service will be available to selected Unichem customers next year.

Responding to concerns regarding Moss taking over the chemists, Mr Andrews said he wanted community pharmacy to be a strong sector. He didn't want to be a strong player in a weak sector.



Managing director of Moss Chemists Barry Andrews (right), with Unichem chief executive Jeff Harris

*There are no simple solutions to IBS. Mainly because the symptoms experienced by sufferers vary so much. One of the generally accepted ways to relieve IBS symptoms is for sufferers to introduce more fibre into their diet. However, although a high fibre diet helps some people with constipation, many IBS sufferers find that certain types of fibre (e.g. bran) can cause diarrhoea, and in some cases exacerbate smooth muscle spasm.** In these cases, the Pharmacist may recommend that a selective anti-spasmodic such as Relaxyl may be more appropriate.*

Relaxing with RELAXYL.

The pain and discomfort of IBS occurs when the smooth muscle in the lower intestine goes into spasm. Spasms are often so distressing, some people curtail their lifestyles for fear of an attack.

Relaxyl, which contains the powerful anti-spasmodic ingredient Alverine Citrate, relieves the pain and discomfort of IBS.



Used as part of a lifestyle management programme, **Relaxyl** can considerably improve the IBS sufferer's quality of life.

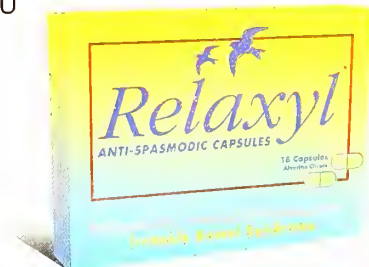
Further information about IBS.

There are a number of organisations that can provide sufferers with information on IBS. These include:

IBS Bulletin, c/o The Subscription Department, Central Middlesex, Hospital NHS Trust, PO Box 18 East Sussex TN6 1ZY 01892 653268

IBS Network Self Help Group, St John's House, Hither Green Hospital, London SE13 6RU

RELAXYL in pharmacy:
Dedicated to the relief of painful IBS



*Trade Mark ** CY Francis MCRP, PJ Whorwell FRCP "The Lancet", 1994.

PRODUCT INFORMATION RELAXYL. Presentation: Buff /green hard gelatin capsule for oral administration. Each capsule contains 60mg alverine citrate. **Uses:** Relaxyl is indicated for the relief of smooth muscle spasm of the gastro-intestinal tract in irritable bowel syndrome. **Dosage:** Adults, the elderly and children 12 years and over: 1 or 2 capsules, one to three times daily. Not recommended for children under 12 years of age. **Contraindications:** Cases of paralytic ileus or hypersensitivity to

any of the ingredients. **Interactions:** None. **Special Warnings:** If symptoms persist or worsen, consult your doctor. **Side effects:** Possible side effects may include nausea, headache, dizziness, itching, rash and allergic reaction. **Effect on ability to drive and use machines:** None. **Incompatibilities:** None. **Use during pregnancy and lactation:** No teratogenic effects have been reported, but caution should be exercised during the first trimester of pregnancy. **Overdosage:** Hypotension and atropine like toxic

effects. **Pharmaceutical precautions:** Store in a dry place below 25°C. **Legal category:** Pharmacy. **Package quantities and prices (ex VAT):** 18 capsules, £3.70. **Product Licence No:** PL0322/0072. **Date of Preparation:** September 1996. **Shelf life:** 3 years. **Product Licence Holder:** Norgine Ltd., Moorhall Road, Harefield, Middlesex, UB9 6NS. **Distributor:** Whitehall Laboratories Limited, Taplow, Maidenhead, Berkshire, SL6 0PH.

Baby business not lost to pharmacy

Discussions of the baby care market in relation to independent pharmacy usually centre around business lost to superstores, falling market share and the price of nappies.

A more positive view was presented to delegates by Andrew Sturton, general sales manager at Cow & Gate, who argued that "past performance is no guide to the future". Entitled 'Stopping the rot', his talk put forward practical suggestions for "getting the babyfeeding business back into pharmacy". Although mothers-to-be will be strongly influenced by others as to what brands they buy, Mr Sturton believed they were less strongly influenced as to where they buy.

Quoting research as to why consumers shop in the community pharmacy, Mr Sturton stated that the main reason was personal and friendly service; the second, location; and, thirdly, price. Therefore,

despite common belief, price is not the dominant factor and "to presume so", he said, "is to deny the strength of the first two components".

His proposal for moving business back into pharmacy was grouped under four headings: education and recommendation; range; pricing; and visibility – each one interacting with the other.

Although space restrictions prevented some independents from stocking full ranges, Mr Sturton suggested some key lines, combined with recipe rotation. On a pricing issue, pharmacists were advised to identify competitors and their price points, and establish in which lines parity with the competitors could be achieved



Cow & Gate's Andrew Sturton

and which could be increased.

Another practical proposal was structuring the baby care fixture by age, making it easier to find items quickly.

Mr Sturton closed on an optimistic note, stating that baby foods was one market where you could justifiably reverse the move of sales from pharmacy to grocery.

Continuing problems with patient packs

The UK patient pack initiative is an area of concern for many pharmacists, wholesalers and manufacturers. John Bartlett, marketing director of Lagap Pharmaceuticals, told delegates that "regrettably there is still a number of existing obstacles to the smooth implementation of the programme, and the biggest obstacles are probably related to the Government's position on cost neutrality and smaller pack sizes."

The Pharmaceutical Services Negotiating Committee had outstanding issues to resolve before the full-scale implementation of the programme, ie cost to contractors and the problem of residual stock. Outlining the impact of PPI for manufacturers, Mr Bartlett predicted that by the end of 1998, Lagap "will have to distribute almost all products via wholesalers due to the storage/spare issues surrounding patient packs compared with bulk packs".

Recognising change is the key to success

Responding to the inevitable changes within community pharmacy was the focus of a presentation by Ros Boulstridge (bottom) and Lynne Kennedy (below) of Crookes Healthcare. "The key to success is recognising that change – managed proactively – can and will work to your advantage," delegates were told. "However, to do this, it is crucial to develop and consolidate a strategy that enables you to define a USP and compete on the High Street."

In the last two months, Crookes, with the support of Unichem, had been working with Solomon Kasumba, a pharmacist from Suffolk, to develop a practical strategy for managing his business and tackling a decline in sales of OTC medicines. Key areas looked at with the trial were promotional activity, signage, POS, merchandising, range and training.

The results of the six-month trial were not yet available, but Crookes had agreed with Unichem that as soon as information was available, it would be circulated to the independents.



Influencing scripts from source to counter

During the second conference session, manufacturers offered the benefit of their expertise to help pharmacists develop particular market sectors.

Hugh McLeod, director of marketing at the Simple division of Seton Healthcare Group, suggested how pharmacists could start to influence the prescription from its source through to the counter. "To do this successfully, the pharmacist must build relationships with the nursing team and the nursing home matrons, not only for incontinence advice and products but also for wound care and other related areas where your expertise and knowledge can attract prescriptions," he said.

"The appliance con-

tract poses the main threat to the pharmacy because of the method of reimbursement. This provides great advantages, allowing the contractor to employ sales people disguised as nurses, whose job is to direct prescriptions by post from their surgery directly to the contractor. The pharmacist must use all efforts to close the door on this type of activity by developing his relationship with the district nurse and the nursing home matron and by lobbying for a change in the level of reimbursement."

He urged pharmacists to "emphasise the need for unbiased advice and patient choice, which are inevitably eroded by the contractor's nurse in favour of those products which generate the highest profit margins".

Mr McLeod highlighted products that address the most common incontinence problem of all

– stress incontinence in women. One such product was already on the market in the UK – a silicone device, which could be inserted into the urethra and retained inside the bladder by inflation.

Such a product required training and it would be the responsibility of the manufacturer – with nurses, doctors and pharmacists – to raise the profile of stress incontinence. Education should lead women to come forward with a positive approach to finding an effective solution.

Mr McLeod concluded: "By establishing or maintaining your pharmacy as the centre of excellence for continence care in your area, with well informed and practical advice and products suited for individual patients' needs, I am confident that the business related to controlling and managing the untimely flow of urine will continue to expand profitably."

Competing with the appliance contractors

Ostomy care is another sector where pharmacists can develop expertise and compete with appliance contractors and delivery companies.

Greg Sylvester and Dr Susan Maxwell of Welland Medical admitted: "Traditionally the relationships between the manufacturers and GPs, and manufacturers and pharmacists, haven't been strong because the levels of influence have appeared peripheral.

"However, as more stoma nurses contemplate the ethics of sponsorship and more medicines become P or GSL, leading to a more educational role on the

part of the pharmacist, the role of the pharmacist in stoma care could increase in importance, as patients may be encouraged to seek the advice of the pharmacy professional. It is important, therefore, for pharmacists to have at least an overview of the products available to patients and their relative merits."



Greg Sylvester



Dr Susan Maxwell

● Convention director Tony Foreman announced that the location for next year's Unichem Convention will be the island of Malta. Running from September 20-27, the estimated cost is £700.

Unipath looks to the opportunity in the future

I am responding to your **Comment** last week (p451) regarding Unipath and the launch of Persona

You highlight and rightly confirm that a correct level of training for a product of this nature is a key issue. Unipath wishes to state most strongly that the inference that Unipath questions independent pharmacists' capability to train their staff is totally incorrect.

The real issue is Unipath's ability to train 10,000 pharmacies in the very short space of time lapsed since the extensive trials were completed.

Persona will prove to be an exciting development within the contraceptive market. This initiative creates a totally new product category which will, in time, become a major profit opportunity for the entire pharmacy trade.

The initial launch phase consists of the Persona starter pack selling at virtually no profit to Unipath or retailers. The real business opportunity will become apparent late next year when the product is established and large numbers of test stick sales are generated. Independent pharmacies will then be in a position to capitalise on this opportunity.

Between now and then, Unipath is actively recruiting all members of the pharmacy trade to participate in the next phase of the launch, and all independent pharmacies will be contacted next week.

Hubert Lafont
Vice-president, sales and marketing
Unipath

Terfenadine proposals for children only

Over the Counter (September 28) published a list of proposed POM to P and P to POM changes, following the Medicines Control Agency's consultation letter. The statement regarding terfenadine implied that the proposals involved all dosage forms of the product.

We wish to make it clear that the proposal relates solely to terfenadine for use in children under the age of 12 years.

This brings the product into line with other non-sedating antihistamines. The P status of terfenadine for adult use remains unchanged under these proposals.

Gilly Roberts
Medical information manager,
Hoechst Marion Roussel

Ethics and politics are holding back advances

I agree with the concerns of **Xrayser** about the proposed routing of scripts from GP surgeries to pharmacies via the commercial operation PRS (C&D September 28). There are some further facts which should be noted before pharmacy is lured down this costly path.

As a supplier of dispensary computer systems which, at best estimate, process over 100 million prescription items a year, we have previously been asked by a variety of customers (large and small) to offer a service whereby scripts are sent from the GP directly to the pharmacy.

We have always considered, and been informed, that such unilateral action would be unethical, both on the part of ourselves and on the part of the pharmacy in question.

Neither is it, as **Xrayser** alluded, a question of innovation leading the way. At Chemtec, we have been involved in a number of electronic prescribing trials, all of which acknowledged the great ethical questions. The technicalities are not as difficult as you may think. It has always been ethics and politics which have held back such advances.

Maurice Leaman of PRS, late of Mediphase, refused repeated requests to consider joining the Pharmacy Computer Suppliers Association. All the other major pharmacy computer suppliers belong to this group and meet regularly to discuss issues on a national level, irrespective of individual company interests.

It is this group which has been meeting the NHS, attending meetings, receiving NHS updates and, most of all, fighting the corner for pharmacy. Pharmacists deserve to be treated properly by the NHS, and ever since its creation, at the behest of the Royal Pharmaceutical Society, the PCSA has held a unified front in such issues and has pushed for change and funding together.

If Mr Leaman gets his way, expecting pharmacy to bear the costs, then, in future, today may be looked upon as the good times. As soon as one pharmacy pays for such a service, then the issue will snowball, forcing the others to follow suit. Before you know it, all pharmacies will be paying for something they have a right to – a fair playing field.

One more point: you quoted PRS as being in touch with the computer suppliers regarding compatibility. We have not been contacted.

Tim Flanders
Managing director,
Chemtec Systems



TRAXAM TOP TIPS FOR MANAGING SOFT TISSUE INJURIES IN PHARMACY

NUMBER 5 STRAINS

Strains affect the muscles and tendons – the connective tissue which joins muscles to bones.

Strain injuries usually occur in young adults after a single sudden overload or after repetitive stress (see Traxam Top Tips 3 – Repetitive Strain Injury). They cause immediate intense pain, or later, aching discomfort on use. Strain injuries can commonly produce a pain called 'release pain' – a sudden, sharp pain in the affected area as a movement is attempted.

Step 1. Advise customers to follow the R.I.C.E. routine – (See Traxam Tips 1 for details).

R = Rest

I = Ice

C = Compression

E = Elevation

Step 2. Check for the need to refer.

In many cases a strain will respond well to the basic advice of reduced activity, the basic advice of R.I.C.E., and local anti-inflammatory treatment. In cases in which the damage to muscular or tendon tissue is more pronounced, sufferers may benefit from more invasive medical treatment, available through their general practitioner. If the answer to the following question is 'yes', then refer.

Is pain severe or persistent at rest?

If the answer to the following question is 'no', then refer.

Has the pain got no better in the last 48 hours?

Step 3. Advise the customer on how to avoid strains in the future.

1. Always warm up gently before attempting any strenuous activity.
2. Always stretch muscles before and after any heavy or strenuous exercise.
3. Always be careful if you need to lift or carry heavy weights – bend the knees, not the back.



4. Make sure that you allow the existing strain injury to heal before you resume the activity that caused it.

Step 4. Offer topical treatment that manages pain and reduces inflammation, like new Traxam Pain Relief Gel

Traxam Pain Relief Gel is an ideal recommendation for most consumers with sprain injuries, providing powerful, penetrating anti-inflammatory action to the muscles and tendons beneath the surface of the skin.

Traxam Pain Relief Gel is a cosmetically pleasant, clear gel with no smell, no burn, and no greasy residue.

Just pure pain relief.



PRODUCT INFORMATION: **Presentation:** Clear, non-greasy, non-staining gel containing 30mg felbinac in each gram. **Uses:** A topical anti-inflammatory and analgesic for the relief of symptoms associated with soft tissue injury such as sprains, strains and contusions. **Dosage:** Rub 1g TRAXAM Pain Relief Gel (approximately 1 inch (2.5cm) of gel) into the affected area 2 to 4 times a day. Do not use for longer than 7 days. The total dose should not exceed 25g per day regardless of the number of affected areas. **Elderly:** No special dosage recommendations are made for elderly patients. **Children:** Not recommended for use in children under 12 years of age. Hands should be washed following application of TRAXAM Pain Relief Gel unless they are in the treatment site. **Contraindications:** Hypersensitivity to the ingredients. TRAXAM Pain Relief Gel should not be given to patients in whom attacks of asthma, urticaria and acute rhinitis are precipitated by Aspirin or other non-steroidal anti-inflammatory drugs. **Precautions and special warnings:** Use of TRAXAM Pain Relief Gel should be limited to intact and non-diseased skin. Contact with mucous membranes and the eyes should be avoided. TRAXAM Pain Relief Gel should not be applied with occlusive dressings or simultaneously to the same site as other topical preparations. Safe use of felbinac in early childhood has not been established. **Side effects:** Overall incidence of side effects with felbinac is low. Local effects such as mild local erythema, irritation, dermatitis pruritus and paraesthesia, which recover spontaneously on cessation of treatment, are the most common reactions. **Pharmaceutical precautions:** Store below 25°C. **Legal category:** P. **Package quantities:** 30g tubes. **Product licence number:** PL/0095/0119. **Price:** £3.99 RSP (£3.40 ex VAT). **Name and address of licence holder:** Cyanamid of Great Britain Ltd, Cyanamid House, Fareham Road, Hampshire PO13 0AS. **Distributor:** Whitehall Laboratories Limited, Berkshire, SL6 0PH.

* Trade Mark
Whitehall Laboratories Limited, Huntercombe Lane South, Taplow,
Reading, RG6 2AH

Food for thought

Ensuring babies and toddlers are fed a healthy, well balanced diet is not easy these days, given recent food scares and conflicting advice from experts. Health visitor June Thomson RGN RM RHV puts some of the recent issues into perspective and looks at what constitutes a healthy infant diet

The importance of good nutrition is seldom out of the news, and consumers are bombarded with advice about what foods constitute a healthy diet. In particular, food is an emotive issue for parents who are anxious to ensure that their children eat well, but who may become confused about the sort of diet that they should be offering to their children.

For example, in recent years the benefits to health of eating a high-fibre, low-fat diet has been emphasised. However, although this message is getting home to adults, it has also caused confusion among parents, who believe that this diet is beneficial to their young children. As a result, there is concern that some children who have been put on these high-fibre, low-fat diets have become malnourished or fail to thrive.

So why is this type of diet unsuitable to young children, and how much fat and fibre do they need? Relative to their size, children under five have high requirements for energy (calories) and nutrients to ensure normal growth and development. It is important that they are given compact sources of food which supply all the energy and nutrients they need. For example, in the early months, these are supplied from breast or formula milk which contains no fibre, and has a high fat content.

Once the child starts weaning, some fibre is necessary, but too much can be too filling, and could prevent the child eating sufficient food to supply his energy and nutrient requirements. This could result in poor



growth and failure to thrive. Too much fibre can also interfere with the absorption of essential minerals, such as calcium and iron, and can also be the cause of diarrhoea.

What is too much?

Although the Government panel, which looked at dietary reference values in 1991, recommended that the average daily intake of dietary fibre for adults should be 18g, it did not set a figure for the amount needed for children, but recommended that because of their smaller body weight, children should eat less. Good sources of dietary fibre – also termed non-starch polysaccharides (NSP) – are most easily obtained from cereals, wholemeal bread, fruit and vegetables.

In 1994, the Government's Committee on Medical Aspects of Food Policy (COMA) in its report on 'Weaning and the Weaning Diet' recommended that after four months, fruit and starchy vegetables can be introduced into the diet, and some wholemeal bread and cereals from six to nine months.

Importance of fat

For a baby, fat in breast or formula milk is the major source of energy. As the child starts to take a mixed diet, the amount of energy supplied by fat decreases and is replaced by carbohydrates,

but an adequate amount is needed for growth. Fat in food also acts as a carrier for vitamins A, D, E and K, and a diet too low in fat is unpalatable for a child.

There are two kinds of fat – saturated and unsaturated. Too much saturated fat is linked with obesity and heart disease in adults, but there is a need for essential fatty acids, which are found in unsaturated fats. Saturated fats can be found in meat, dairy products, cooking fat, some vegetable oils and processed foods. Unsaturated fats may be found in vegetable oils and oily fish.

The adult recommendation that only 35 per cent of food energy should be obtained from fat, of which 10 per cent maximum should come from saturated fatty acids, only applies in full to children over the age of five, with a gradual approach to fat reduction recommended from the age of two. However, it is sensible that children obtain the fat they need from sources containing other essential nutrients, such as protein, vitamins and minerals in meat and milk.

It is recommended that children should receive whole milk until the age of five, although semi-skimmed milk can be introduced from the age of two if the child is eating a good mixed diet. Foods which contain sources of fat, such as cakes, crisps and biscuits, but which are poor

sources of other nutrients, should be limited.

The sugar issue

Because of concerns about sugar consumption and dental health, the COMA report also recommended that for young infants, weaning foods should be free of, or low in, non-milk extrinsic sugars, including sugars derived from fruit juices and fruit concentrates. It also recommends that for children, the average intake of non-milk extrinsic sugars should be limited to about 10 per cent of total dietary energy.

Although food and drink designed for infants and children under three should not contain artificial sweeteners, concern about the amount of sugar in food and drinks has led to many parents offering sugar-free alternatives such as drinks containing saccharine. However, saccharine has been linked to bladder cancer in laboratory rats and there is concern that some of these drinks contain levels higher than the legal limits. Drinking too much squash has also resulted in some toddlers getting nearly half their recommended energy level from soft drinks and becoming malnourished.

Parents should be advised to limit the consumption of sugary or sweetened foods, and to only give a child the occasional drink of unsweetened fruit juice, diluted as one part juice to five parts water.

Vitamins and minerals

To maintain healthy growth, a child also needs vitamins A, B, C, D and E, and adequate amounts of calcium and iron. A child eating an adequate balanced diet can obtain most of these from food. However, it is recommended that infants over six months receiving breast milk as their main drink, or consuming less than 500ml of formula or follow-on milk, should be given supplements of vitamin A and D drops. These should be continued up to the age of five unless adequate vitamin status can be assured from the diet and moderate exposure to sunlight.

Adequate amounts of calcium are also essential for the growing child, the best source of this being milk and milk products. Good sources of iron include meat, eggs and fortified breakfast cereals. If vitamin C is given with food containing iron, this can enhance iron absorption.

Niche brands strike for home

Life in the baby food market has been anything but dull this year – one acquisition has been cleared, another is fully integrated. Small niche brands are beginning to catch mothers' attentions. Guy L'Aimable reports



Ian Thomas, Cow & Gate's sales director



Alan Dorling, marketing director of SMA



Leigh Edwards, Heinz general sales manager

Infant nutrition giants – like Heinz/Farley's, Nutricia Cow & Gate, Milupa and Boots – may hog the market shares, but there is still room for niche players, as the latest statistics show.

Baby food sales rose 6 per cent to \$140.5 million for the year to April, compared with the same period last year. Heinz says the rise mostly reflects inflation.

However, Heinz/Farley's share of the market fell 1.3 percentage points to 52.3 per cent, Cow & Gate's share dipped 0.2 percentage points to 11.6 per cent, Milupa's slipped 1.1 percentage points to 12.7 per cent and Boots' share was down 0.1 percentage points to 9.8 per cent.

In contrast, small producers, such as Danone, Organix and JS, grouped together with chilled foods and new brands, raised their combined share by 2.7 percentage points to 10.6 per cent.

True, each of them has a relatively minuscule share of the market. But their growth reflects the power of niche marketing and own-brands. Whether they can sustain that momentum remains to be seen.

A more pertinent point is whether community pharmacists can halt the momentum of super-markets, whose growth in the \$140.5m baby food market shows no signs of slackening. In the year to April, the grocers' share of the mar-

ket rose 3.8 percentage points to 62 per cent, while that of pharmacies (excluding Boots) fell 3.1 percentage points to 9.5 per cent. Boots' share, meanwhile, stayed unchanged at 22.7 per cent.

Heinz estimates that sales of infant formula through pharmacies are worth \$16m. Leigh Edwards, Heinz general sales manager, comments that pharmacies still play an important role. "The formula milk sector in pharmacies has only decreased by 1 per cent, which shows pharmacies are very important as a first port of call when mothers leave hospitals."

Heinz's share of the formula milk sector is said to have grown 5 per cent to 12 per cent over the past 12 months.

Its progress, like that of other infant formula producers, was not helped by the phthalates scare. Given the hypothetical link between phthalates and fertility problems, the media went for the kill. Phthalates are present in very low quantities in food and infant formulas, as the Ministry of Agriculture, Fisheries and Food concluded in a study it released, although it stressed that there was no health risk to infants. Infant formula sales still suffered.

SMA, which claims to have a 39 per cent share of the UK infant formula market, feels bitter about the whole affair. "There was inadequate time for consultation. All of us were not given

adequate time to set up an advisory line to deal with all the calls from anxious mothers," says Alan Dorling, its marketing director. "We're encouraging more frequent and open dialogue with MAFF and the Department of Health on this matter."

You have new customers every day, who haven't yet got a shopping pattern ...

Some scares soon fade away. Others are harder to dismiss. Sales of baby food containing beef, for example, have yet to return to their pre-BSE levels. Cow & Gate says its sales of this variety initially fell 60 per cent. But, like other manufacturers, it says mothers tended to switch to other baby food varieties, whose extra sales compensated for those lost on beef recipe products.

All the major manufacturers have reassured anxious mothers that they use beef produced outside the UK.

Over the past six months, baby food sales have grown 6 per cent and beef varieties are among the most popular, according to Ian Thomas, Cow & Gate's sales director.

Pharmacists' sales of infant food are worth about \$31m annually. Mr Edwards says the key to maximising such sales is simple: "Pharmacists should stock leading brands, and reduce out of date products. Some tend to stock products that run close to their minimal shelf life. If they stock the brand leaders, their shelf turnaround would be increased."

As all the major manufacturers offer planograms, a pharmacist may want to pick out the salient advice and work out a layout that suits his particular needs.

Established brands are clearly important. Major manufacturers, like Heinz/Farley's, are working hard to keep mothers interested. Mr Edwards says all manufacturers are trying to create baby food that replicates home-prepared food. And for good reason. "The market will increase because more mums are returning to work," he says. One estimate suggests the market could grow by about 5 per cent next year.

There is always scope for further growth. "About 50 per cent of food given to babies are still home-made, so there's an awful lot of market still to go for," says Mr Thomas.

While the birth rate continues to decline, baby care companies agree that a minor peak in births is due because of the pill scare late last year. But the impact of these births remains debatable. The FSA's report (see p506) suggests that births could rise 25 per cent in the short-term, which means higher baby care sales next year. But Mr Edwards does not expect the birth rate to rise considerably. And he maintains that working mums will have a greater effect on next year's baby food sales.

Cow & Gate is more pessimistic. "There's a short-term blip in the birth rate, but even with this blip, the overall births for the end of the year will be down on last year. Inevitably, fewer babies will have a negative impact on the market," says Mr Thomas. Retailers and manufacturers need to redress that potential problem now, he adds.

As for the future, all the major infant nutrition manufacturers are looking for new ventures. Take Heinz: "Chilled food is an area that's growing. We aim to keep a close eye on it," says Mr Edwards.

What about organic baby food? "There is scope for Heinz to produce organic food. We've acquired Earth's Best, which is an organic baby food producer in the US," he adds. But he says Heinz would not want to enter that niche sector in the near future.

"The organic market is very small and the prices it commands are high – about 40-50 per cent higher than Heinz's prices. So we believe the market will remain very small, but it's a market that's under constant review."

Now that Farley's has been fully integrated into Heinz, the two can

You could build a new business every day from scratch ... that's important for pharmacists to understand

Continued on P506 ►

Community Pharmacy - UniChem's vision for the future

As every pharmacist in the UK knows, traditional independent pharmacy is under threat. Several issues continue to challenge its economic viability and its unique place in local healthcare. The greatest of these are the uncertainty over Resale Price Maintenance, the draining of GSL sales to the big supermarkets and the reducing levels of NHS remuneration.

UniChem, as a leading pharmaceutical wholesaler, is determined to help independent pharmacy survive and prosper into the next century and continually reviews how this can best be achieved.

In the last year, it has commissioned a special research project studying independent pharmacy, its role and customers, in order to find a vision for the future.

Competitive edge

To survive, independents need to offer high standards of personal service combined with a strong product range; but to *thrive* they need a competitive edge. This edge has to provide a strong reason for customers to choose an independent pharmacy in preference to other outlets for their healthcare purchase.

This competitive edge, UniChem believes, is based on qualified, professional healthcare advice. Combined with the convenience that comes from neighbourhood locations, it can be summed up in the term 'Community Pharmacy'.

While supermarkets, drug-stores and chemist chains are able to offer competitive prices, they are less able to build caring customer relationships or provide the best environment for discreet, individual healthcare advice. UniChem's recent research has shown that this is



Qualified professional healthcare advice is independent pharmacy's competitive edge, states UniChem



what consumers are coming to expect specifically from independent pharmacies.

Spearhead

To lead the way UniChem, with some of its customers, is turning this vision into reality.

"The UniChem Community Pharmacy initiative is not a 'deal,'" says Martyn Ward, UniChem's Sales and Marketing

Director, "it's a marketing partnership between the pharmacy and UniChem to help us both grow in an increasingly competitive market. Participating pharmacies will need to show us that they are ready for the scheme, with a high level of healthcare advice and high retailing standards already in place.

"For our part, we will provide an extensive package of support,

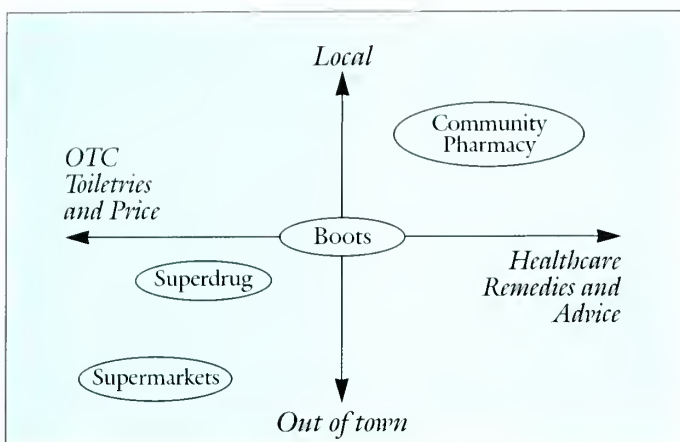
including a clear identity, a portfolio of health education materials and carefully targeted local marketing," he states.

"By enhancing the 'Healthcare' focus of the pharmacies in this way we intend that participating pharmacies become the first port of call for healthcare purchases."

Merchandising

UniChem is recruiting leading manufacturers to the scheme to help with merchandising and category management. "Efficient use of space and a tidy in-store environment is a vital part of giving the right image to customers and maximising profit opportunities," Mr Ward points out. "Cluttered scruffy shops will not have a place in the scheme."

In due course, UniChem plans



UniChem's view is that healthcare advice and location have to be the focus for independent pharmacy

to extend its support for each UniChem Community Pharmacy, with a choice of local advertising, door drops and even community sponsorship schemes.

Extra effort has gone into looking after participating pharmacies. Their contacts at UniChem branches (known as SPOC for Single Point of Contact) will have access to a special hotline, giving them instant access to expert advice and back-up, and so ensuring that enquiries are dealt with swiftly and efficiently.

Tailormade

A recent questionnaire, part of the 'Community Pharmacy' initiative, is allowing UniChem to build a detailed database of the needs of individual pharmacies. Peter Skinner, Marketing Controller at UniChem, explains, "Our research made it very clear that there is no such thing as a 'typical' independent pharmacy. Our customers vary enormously; some, like those in health centres, are focused on prescriptions, while others depend much more on GSL sales in the High Street.

"The database allows us to understand the business profile of each of our customers, who they have to compete with and how we can help," adds Mr Skinner. "It will also be used to put together special promotions, such as baby care or healthfoods, for those who need them."

The questionnaire was originally sent out to participants in UniChem's current Goldpartner scheme, but will also be rolled out to other retail customers.

Roll-out

Mr Ward points out that the new scheme is going to be rolled out

at a careful but steady rate. "We're only looking for 100 pharmacies this year to pilot the UniChem Community Pharmacy initiative," he comments, "and then we will be offering it to other hand-picked customers. It's a two-way thing – we will be quite choosy about who to first develop the scheme with, so we get it absolutely right.

"Initially, interested pharmacists should speak to their Account Development Managers. After that, who knows how far it could take them?"

UniChem Community Pharmacy Our Commitment to Care

We care for our customers in our community and are proud to provide:

1 Healthcare Advice

Our pharmacist and pharmacy staff are available to advise on health products and medicines, including those available without prescription.

2 Healthcare Information

Literature and information, on a wide range of healthcare issues, is always available.

3 Standards

We offer a personal service you can trust.

4 Prescription Service

Every endeavour is made to ensure prompt dispensing of prescriptions.

5 Choice

We stock a variety of medicines and healthcare products that are only available from pharmacies.

6 Value

Everyday prices and regular promotional offers.*

*Excluding medicines



Pill scare may increase birth rate

Market research company FSA, provider of information to all the major manufacturers in the baby care industry, takes a look at activity in the field over the past 12 months

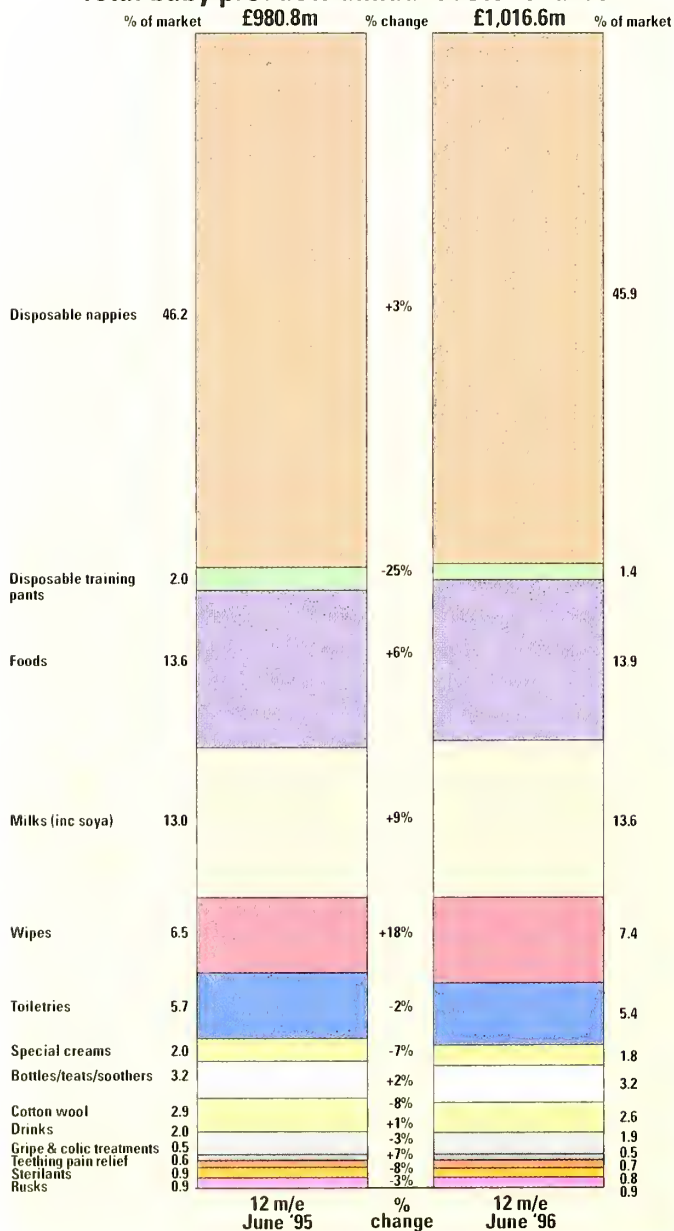
A steady decline in birth rate over the past two years is a reflection of changing lifestyles for women, who more and more are either delaying or not having children. However, the Pill scare at the end of last year is expected to cause a blip in this trend and a mini baby boom is anticipated towards the end of the year. Nonetheless, this doesn't stop the search by manufacturers to expand their sales base by acquisition, or, like the recent launch by Heinz of a tableware range, by entry into other markets.

For the year ending June, 1996, there are several noticeable trends. Firstly, the nappy market grows in line with inflation, but continues to move towards a branded market, dominated by Huggies and Pampers. The Pampers' name, along with Johnsons, is helping the wipes market grow at the strongest level of all the baby care markets, as product delivery moves from cheaper canisters to more expensive flat packs. The travel pack sector is growing steadily.

In the feeding markets, drinks and rusks are declining slightly year on year, while milks and foods show buoyant growth. Health scares earlier in the year do not seem to have impacted the milks market, and follow-on milks continue to push the usage of baby milks up the baby age range.

All in all, the baby market remains a strong sector, while possible short-term birth increases of up to 25 per cent indicate rising sales ahead.

Total baby products annual sector shares



◀ Continued from P503

operate as a single unit, says Mr Edwards. The fruits of their synergy are emerging. Selected Farley's products have recently begun to bear Heinz's logo.

Mr Edwards says the acquisition of Farley's has enabled Heinz to move into "very interesting" areas, such as cereals. Heinz now has a solid stake in the infant formula market.

But Heinz wants an even wider role in baby care, which explains why it recently launched nine baby accessories. This sector is worth about £25m, 30 per cent of which is taken up by sales through pharmacists. Heinz says its accessories have been distributed to 75 per cent of pharmacists. And it claims the products soon became brand leaders in a number of retailers.

Mr Edwards says the company plans to launch more accessories within the next 12 months, but he rules out plans to expand into nappies and toiletries – at least in the short-term.

Heinz also sees short-term scope to develop more lines under Farley's brand name, although food will not be one of them. Heinz's research suggests that Farley's brands, with the teddy bear emblem, have playful, cuddly and cute connotations. And the company concludes these images would not suit a food brand.

Cow & Gate Nutricia has similar ambitions to broaden its portfolio. It, too, is looking at organic baby food and may yet enter the sector. And, like Heinz, Cow & Gate wants to become a 'complete' producer that offers various types of baby care goods.

"We've moved further back antenatally, eg breast pads, and we've moved into folic acid," says Mr Thomas. "That's the first contact a mother-to-be has with a Cow & Gate brand."

"Cow & Gate has potential to expand into other areas, although there are certain boundaries. We will stick within intimate baby care. We won't produce prams or educational items."

The company expects to announce further developments over the next five months.

A couple of months ago, the Monopolies and Mergers Commission cleared NV Nutricia's acquisition of Milupa. But Mr Thomas says it is too early to say what changes will follow the integration of Milupa. At the time of writing, Nutricia was working feverishly to integrate Milupa.

Whatever the ups and downs of the baby food market, Mr Thomas says one feature still remains true. "You have new customers every day, every week, who haven't yet got a shopping pattern. You could build a new business every day from scratch. That's very important for pharmacists to understand."

Babyfoods, milks and drinks

Heinz is relaunching its Farley's dry baby meals range with a new name, new varieties, improved recipes and updated packaging.

Previously called Farley's Timers, the brand is renamed Farley's Dry Meals. Additions include Lancashire Hotpot, Hawaiian Special Chicken and Seven Cereal. Eight of the varieties have improved recipes, including a greater variety of fruit and vegetable flakes, increased meat content and lighter texture. The new packs give much more prominence to the established Farley's bear logo and there is no product photography on-pack.

The new Farley's Dry Meals will be supported by the 'Baby at Home' direct marketing programme, which reaches 80 per cent of mothers twice yearly. The relaunch will also be backed by a new press campaign and con-

sumer literature, starting this month.

Heinz is introducing three new varieties into its Farley's Junior Choice dry food range for older babies, namely Pear & Apple Oat Cereal, Chicken & Mushroom Supreme and Pear & Blackberry Dessert. The range currently holds a 35 per cent share of the junior dry sector.

Cow & Gate is extending its range of baby meals for toddlers with the launch this month of four Olvarit Toddler Dessert varieties. Designed to reflect the trend for more traditional, adult desserts, the new varieties consist of Apple Pie & Banana Custard, Apple, Apricot & Peach Crumble with Custard, Orange & Kiwi Fruit Compote and Fruit Salad.

New to the Toddler main course meals is Turkey & Broccoli Casserole. They are designed for babies over a year old. "The toddler category outper-



Cow & Gate has teamed up with Lego Duplo in a joint promotion, featured on tins of Step-Up follow-on milk



Cow & Gate Premium and Plus infant formulas have had beta-carotene and selenium added

forms all other babyfeeding sectors, with a growth in volume of 66 per cent year on year," says the company's sales director, Ian Thomas.

In keeping with changing consumer buying habits, the company has also repackaged the Olvarit desserts range in larger 150g jars.

This month sees the start of Cow & Gate's joint promotion with Lego Duplo toys. Called 'Dribble & Win', the promotion runs on tins of Cow & Gate Step-Up milk and Duplo Primo sets. Gamecards on the products will have prize details hidden in invisible ink, which is revealed by dribbling water on them. There are two prizes of \$1,000, with 1,000 Duplo Primo gift sets and 1,000 Cow & Gate gift sets. In addition there are 75p money-off vouchers for Step-Up milk and \$1 off Duplo Primo sets. The promotion runs until the beginning of next year.

Cow & Gate's Premium and Plus infant formulas have been reformulated with the addition of beta-carotene and selenium, both of which occur naturally in breastmilk. Pack flashes will inform consumers of the new benefits. Packaging has also been updated with new descriptors and instruction panels.



Cow & Gate has extended its Olvarit Toddler range with the addition of four Dessert varieties

Milupa Baby Cuisine is a new range, introducing babies to more exotic tastes. There are five varieties: Chicken Provencal, Beef Ragout, Cheese & Tomato Pizza, Beef with Noodles Chinese Style and Chicken Maryland. Also new are gravy or cheese sauce granules, designed to be mixed with home-prepared foods.

Following recent food scares, including BSE linked with beef, Baby Organix has introduced additional vegetarian baby meals, fortified with enough iron and vitamin B12 to supply 50 per cent of the recommended daily intake. The new varieties include Butter Beans & Herb and Summer Vegetable & Herb Pasta Sauce for four months plus, and

Mild Mexican Bean and Mild Vegetable & Coconut Korma for seven months plus. Existing vegetarian varieties have been reformulated with added iron and B12.

Managing director Lizzie Vann explains: "Both the recent COMA report on weaning and the 1995 Department of Health survey into infant feeding expressed concern about widespread iron deficiency among infants and young children. Recent beef avoidance as a result of BSE concerns will only make matters worse."

A survey carried out by Hipp Organic Baby Food among consumers of its products revealed that 89 per cent of mothers



Heinz has relaunched Farley's dry baby meals with a new name, new varieties, improved recipes and updated packaging



Farley's Junior Choice dry food range for older babies gets three new varieties



SMA has reformulated its SMA Gold and SMA White infant formulas with the introduction of nucleotides



Milupa Baby Cuisine is designed to introduce babies to a wider range of tastes, with dishes taken from around the world

would prefer to feed their babies an organic diet, with 76 per cent believing that commercial organic foods were as good as home-prepared meals. The survey found that 68 per cent were concerned about BSE and, as a result, 78 per cent had reduced or removed it from their babies' diets.

The organic babyfood market is worth \$6.6m and grew by 70 per cent last year.

SMA Nutrition has reformulated its SMA Gold and SMA White infant formulas with the introduction of nucleotides. The building blocks of RNA and DNA, 13 different nucleotides have been discovered in breast milk. SMA has added five to its milks, which have been found to help maintain the immune system, control the fat balance in the blood, promote development and repair of the gut, and assist with production of essential fatty acids. The company introduced nucleotides to its infant formulas in the US in 1989, but it was only earlier this year that the European Parliament allowed their introduction to baby milks in the UK.

The new formulations will be supported by advertising to health professionals and on-pack information to inform consumers of the benefits.

Not so wee any more



The easy peesy pregnancy test

Twenty five years

on, Predictor continues to grow the pregnancy test market – a market it created. Through constant innovation it has progressed both technology and customer convenience.

Predictor's promotional spend

also continues to drive the sector, growing pharmacy sales year on year, as well as the market. And as the only pregnancy test to consistently advertise on TV, Predictor's commitment to the market is total.

Easily the best

in terms of its profit potential, Predictor is now a cornerstone pharmacy brand in the prime of its life – a role it was born to play.



Chelaro is the OTC Healthcare business unit of Alzo Nobel. In serving over 25 countries worldwide, Chelaro are the marketing and distribution experts in self-medication and diagnostics.

Photograph reproduced with kind permission of Leanne Wilson

Soothing the symptoms

Babies suffer from many ailments ranging from nappy rash and eczema to blocked noses and colic, most of which need a particular product suitable just for them. The market is full of different remedies and toiletries to soothe and treat babies' various conditions

Johnson & Johnson has launched a three-way action nappy rash cream, the first product in the new Johnson's Baby Therapeutic range. Available in a 220g tub (\$3.99) or 110g tube (\$2.39), Johnson's Baby Nappy Rash Cream is designed to soothe and clear irritation, has an anti-bacterial action and helps prevent nappy rash by forming a breathable barrier. Marketing manager Sarah Wrench says: "Research at Johnson's Baby has shown that nappy rash cream is the most important baby toiletry to mothers, with 64 per cent rating it as 'particularly important'." The launch is being supported by a \$1.5 million campaign, including press advertising and sampling.

Johnson's has extended its baby bath product with the addition of two new variants. Breatheasy Bath combines the natural decongestants rosemary, eucalyptus and menthol to help unblock babies' blocked nasal passages when suffering from a cold. It is suitable for babies aged six months and over.

Johnson's Baby Soothing Bath is designed to clean and soothe sore, irritated or sensitive skin. Containing camomile, it is pH balanced and preservative-free.

In the \$12.3m decongestant market, Crookes Healthcare's Karvol leads the paediatric sector, with a 74 per cent share. This winter, the company intends to strengthen this position with a campaign aimed at both health



Roche is supporting its nappy rash cream, Metanium Ointment, with press advertising and PR



The Johnson's Baby bath range has been extended with new Breatheasy and Soothing variants

Watching the bottom line ...

The UK disposable nappy market is currently worth around £450 million, with three billion packs sold last year. Still dominated by Procter & Gamble's Pampers brand, relative newcomer Kimberly-Clark Huggies now takes a 22.5 per cent share of the market.

Kimberly-Clark has improved Huggies with new refastenable Velcro tabs (which will reseal even when using lotions and creams), and better comfort and fit. The new Huggies nappies features are currently available on Maxi, Maxi Plus and Junior sizes, with Newborn, Mini and Midi available soon.

The company has relaunched its Huggies Pull-Ups trainer pants to make them more like real pants. They are now thinner and have new character designs on front and back. Designed to help with potty training, they are being supported with television and press advertising.

New Huggies Baby Fresh wipes are hypo-allergenic and alcohol-free. They have a zig-zag edge for easier dispensing and an embossed design. They are available in Original and Unscented variants in tubs and refills of 80 and travel packs of 24 wipes.

Johnson's has changed the name of its Top & Tail wipes to Top To Toe to indicate their suitability for all children, not just babies. Both the Top to Toe and the Skincare Cloth wipes are now available in 24-pack travel sizes, too.



Kimberly-Clark has relaunched Huggies nappies with new Velcro tabs, and claims better comfort and fit

professional and consumer.

"We are taking a two-pronged approach to our campaign. Firstly, we are concentrating on re-directing traffic from the GP surgery to the pharmacy and, secondly, we are encouraging consumer purchase through nationwide TV advertising and heavyweight tactical consumer sampling," says product manager Claire Vincent.

During the winter, the

Crookes' medical sales force will be visiting GPs to inform them of the Karvol Sleep Management Programme activities, including how to set up a sleep clinic. Literature will be available to display in surgeries and a telephone line service has been set up for pharmacists so they can find out where their nearest sleep clinic is situated. The number is 0171

Continued on P510 ►

Oilatum

Junior
BATH FORMULA

Soothes away the discomfort of eczema and other dry skin conditions

Re-hydrates & protects



Stiefel has introduced Oilatum Junior Bath Formula to care for infant eczema and dry skin conditions



Bath E45, Wash E45 and Cream E45 are particularly suitable for use on a baby's sensitive skin

◀ Continued from P509

439 7227 and the contact is Maxine Carrington.

Stiefel has added a junior version of its Oilatum bath formula for eczema and dry skin. Suitable for children from one year, Oilatum Junior Bath Formula will help rehydrate skin and protect from further dryness. It is fragrance-free. The launch is being supported by an \$800,000 press campaign which began during National Eczema Week. The company has also produced a planogram for pharmacies, designed to help them increase profits in the growing skin treatment sector.

Eastern Pharmaceuticals has repackaged its Dalivit multivitamin drops and introduced new 50ml and 25ml sizes. There is an introductory offer of a 20 per cent discount for pharmacists on the NHS price. The brand will be supported by PR activity directed at parenting and women's magazines.

To support its Electrolade oral rehydration remedy, the company has produced a leaflet for parents, entitled 'How to help recovery when diarrhoea strikes'. For copies, telephone 0800 371793.

The children's analgesic market is valued at \$22.4m, and with parents increasingly informed about childhood ailments and their prevention, this is likely to rise, says Crookes Healthcare, the maker of Junifen. The ibuprofen formulation, which is suitable for children aged 12 months plus, is particularly good for reducing fever. For parents, a leaflet, entitled 'Junifen Fever Fact File', is available, giving

practical information on treating fever in young children. For free copies, send a stamped addressed envelope to Junifen Fever Fact File, PO Box 193, Nottingham NG3 2HA.

One sixth of all sales of cough remedies are for treating children's coughs, says Warner-Lambert, maker of Benylin. "This reflects the concerns parents have for their children's health," says product manager Jon Connolly. The company's range for children includes a colour- and sugar-free variant.

Nappy rash is one of the most common, and most preventable, problems in babies and can be avoided by frequent nappy changing and exposing the skin to fresh air. Using a cream can help soothe irritation and stop the problem recurring, says Roche Consumer Health, maker of Metanium ointment. The brand will be supported by press advertising in parenting magazines and PR activity.

Zyma Healthcare has carried out research comparing its own water-repellant silicone based Baby Savlon Nappy Cream with other oil-based products. Researchers found that Baby Savlon allowed 5ml water to pass through it into the nappy in under a minute, while some of the oil-based formulations took as long as three hours. "We are directing our efforts into addressing health professionals and encouraging parents of the positive potential benefits of a nappy cream that doesn't clog nappies," says brand

manager Julie Green. The brand will be supported by a \$350,000 campaign.

Robinson Healthcare has



Dalivit multivitamin drops have been repackaged in brightly-coloured packs and are now available in 25ml and 50ml sizes



Seton Healthcare's Paediatric range looks after babies through all stages of their development



Sudocrem is being backed by press advertising and extensive sampling to new and expectant mothers



Baby Savlon Cream is being supported with a £350,000 campaign, including advertising and PR

relaunched its Shaped Breast Pads in new coloured packaging for greater appeal. As part of its partnership with UNICEF, the company's new packaging features the Baby Friendly Initiative logo. The initiative is being promoted with the sale of Baby Friendly T-shirts through independent pharmacies.

Sudocrem from Pharmax currently takes an 80 per cent value share of the nappy cream market. The brand is being supported with advertising in the parenting press and sampling to 1.25 million expectant and new mothers through Bounty packs. Three booklets are available to consumers, entitled 'The First Three Months', 'Travelling with Young Children' and 'A Guide for Fathers To Be'.

The company's colic treatment, Infacol, now has a 50.4 per

Continued on P512 ▶



Make a big splash with new Oilatum Junior.

New Oilatum Junior is the exciting new addition to the trusted Oilatum family – and because it makes treating eczema child's play it's going to be popular with mums and profitable for you.

Oilatum Junior soothes away the irritation and relieves itching by re-hydrating the skin and then helps to protect against further drying.

Unlike ordinary bath oils that float, it mixes thoroughly with water, forming an inviting milky bath which treats the whole body. And it contains the emollient ingredient most often prescribed for eczema by dermatologists and GPs.

Formulated especially to treat children's eczema or similar dry skin conditions, Oilatum

Junior is fragrance free, hypoallergenic and cleanses without soap to be kinder to children's and babies skin.

We're making sure Oilatum Junior is kind to your business too, by supporting its launch with our biggest ever national advertising campaign.

£3/4 MILLION ADVERTISING SPEND

The No.1 bath emollient brand is now taking care of children's eczema, make sure you take care to stock and display new Oilatum Junior.

Oilatum Junior

ALWAYS READ THE LABEL. OILATUM JUNIOR CONTAINS LIGHT LIQUID PARAFFIN



Product information. Presentation: Oilatum Junior is an emollient bath additive, containing Light Liquid Paraffin 63.4% w/w. **Uses:** For the treatment of dry dermatitis, senile pruritis, ichthyosis and related dry skin conditions. **Dosage and administration:** Always use with water, either, added to the bath or applied to wet skin. Infant bath, add 1/2 to 2 capfuls to a small bath of water apply over entire body with a sponge. Pat dry. Child bath; add 1-3 capfuls to an 8 inch bath of water. Soak for 10-20 minutes. Pat dry. There is no need to use soap. **Caution:** Take care to avoid slipping in the bath. Avoid contact with eyes. If unwanted effect occurs, stop using the product and consult your pharmacist or doctor. **Legal category:** GSL. **Retail price:** 150 ml £4.45. **Product licence number:** PL0174/0182. **Product licence holder:** Stiefel Laboratories (UK) Ltd, Holtspur Lane, Wooburn Green, High Wycombe, Bucks HP10 0AU. **Date of information:** June 1996.



The Benlyn Children's range of cough remedies includes a sugar-free and colour-free formulation

◀ Continued from P510

cent share of the gripe and colic market. Pharmax is launching the Infacol Colic Helpline for parents concerned about the condi-

tion, with queries answered by a trained nurse. The line will run until March 31 and be open from 2.00-10.00pm on 0181 994 9874. Infacol will be supported by a new press campaign in parenting magazines.

Seton Healthcare's Paediatric range of medicines is designed to provide welcome relief for babies at every stage of development. Woodward's Gripe Water and Teething Gel are suitable for the early months, while Medinol Under 6 provides pain relief for babies of three to 12 months. For children over one, Medised is a paracetamol suspension containing antihistamine, which is recommended for treating a whole range of childhood conditions.

Minor skin problems and irritations are common in the early years, says Crookes Healthcare in its leaflet, entitled 'Infant Skin Problems'.

Teething, in particular, can cause soreness and dry skin, and the company suggests keeping skin clean with a soap substitute such as Wash E45. Cream E45 can be used for a



Pharmax has set up the Infacol Colic Helpline to answer parents' queries about the condition



Crookes is supporting Karvol with a campaign aimed at health professionals and consumers



The 'Junifen Fever Fact File' gives parents advice on how to cope with a child who has a fever

multitude of infant skin problems, including dry skin caused by teething. For children with dry or sensitive skin, bathing in Bath E45 can provide help, while applying Lotion E45 after bathing helps to seal in moisture and prevent further dryness.

Eastern Pharmaceuticals is supporting its Electrolade oral rehydration powder with an advertising campaign in women's



Johnson's has moved into the nappy cream market with a triple-action product

magazines, which will run until the end of the year.

Smithkline Beecham is extending its children's oral care range with Macleans Tooth Patrol Gel. Positioned as the next step up from Macleans Milk Teeth, it is designed for children who want their own toothpaste, but still prefer a fruit-flavoured paste. It is strawberry-flavoured and sugar-free.

Baby basics

Cannon is capitalising on the trend for bold colours in baby equipment with a new range of co-ordination bottles, trainer cups, rattles and soothers, called Safari. The 250ml bottles and trainer cups feature designs of animals, including a monkey, hippos and tigers in bright colours.

The Safari bottle features translucent domal caps which seal the teat, dispensing with the need for separate sealing discs. The Safari trainer cups have either soft or hard spouts and screw securely on the handles so that if the cup is dropped the lid won't fall off.

The Avent Sterile Teat pack has been designed to help mums on the move, keeping the top sec-

tion of the feeding bottle sterile for up to 24 hours.

The Avent soother range is being extended with new designs. The Avent Newborn soother has a Bambi design, while the standard size features the 101 Dalmations.

To make storing breast milk easier, the Avent Disposable Breast Milk Storage Pack has been improved with the addition of ten sealing clips (to secure the bags for storage) and 20 date stickers.

Jackel International has introduced gift sets for Christmas to its Tommee Tippee range. The Christmas Gift Set (\$6.99) includes decorated rattle, bottle and two bibs, while the Christmas

Continued on P514 ▶



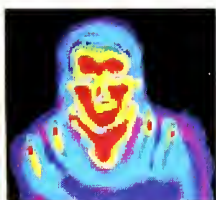
Heinz's Baby Basics is aimed at babies of four months and over

New FOREHEAD-C

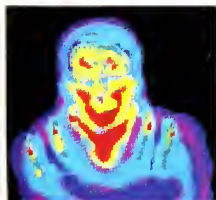
reduces fever. Naturally.

Forehead-C is a new and completely natural way to soothe fever symptoms in babies and young children.

Using a super-hydrated Aloe Vera gel that absorbs heat and



BEFORE



AFTER 30 MINUTES

helps to disperse inflammation, temperatures are reduced by as much as 4°C for up to 2 hours. And, thanks to the use of natural Aloe Vera and very little Menthol, it is safe to use even on the most delicate skins.

The forehead-sized cooling sheets are applied directly to the forehead, which means the benefits are felt instantly. Held in place by a cleverly formulated adhesive that is easy to remove and leaves no stickiness, Forehead-C will stay in place throughout a

restless night. What's more, parents will feel safe in the knowledge that Forehead-C is made from natural ingredients, making it a safe and gentle fever treatment for their children.

It won't cost them the earth either – a pack of three costs just £2.19 (RRP).



As an added bonus, until the end of October when you order Forehead-C, you will also get free boxes of Cozy Pads, RRP £3.49 (the number of boxes depends on the size of your order).



ALOE VERA PLANT



FOREHEAD-C WITH ALOE VERA

Cozy Pads are an efficient way to ease back and muscle pains, and are another example of Lina's commitment to supplying high quality products to pharmacists. In November our new Television Commercial will display all the natural benefits of Forehead-C to viewers of Channel 4 and ITV.

FOR MORE INFORMATION AND TO ORDER, CALL LINA NOW ON 0345 419 919.

**HEALTH
FRONTIER
LINA**



Jackel is offering 11 of its popular toys, five new, displayed on a stand at the special price of £148.86 for Christmas



Mam has launched a range of Ulti Mam soothers featuring Christmas designs, retailing at £2.99 a pair

◀ Continued from P512

Stocking holds two bibs and a rattle (\$4.99). The Newborn Set holds a bib, booties and scratch mitts. Both retail at \$6.99.

The Toodle-Loo, previously distributed by Simple Solutions, is now a Tommee Tippee product. The foldaway toilet trainer seat comes in a carrying bag and retails at \$5.99.



Colgate-Palmolive has teamed up with Cow & Gate to produce a consumer leaflet, entitled 'Looking after your teeth', which includes money-off coupons on My First Colgate toothbrush and paste



Quest has introduced a range of brightly-coloured bottles to its NUK range

Jackel is offering retailers a special deal on its feeding range. Nine of its best-selling feeding products are available at 12 for the price of ten (or six for five, depending on pack size).

Italian company Chicco, maker of toys and nursery products, has launched its range of baby feeding equipment in the UK. The comprehensive line includes feeding bottles and accessories, soothers, feeding equipment and toys. For more details, contact Chicco UK on 01623 750870.

Mam has added two more products to its Bambino range. The Bambino Fun Rattle, featuring a cow design, is suitable from birth. The Bambino Training Cup has a screw top lid.

The Baby Gard thermometer monitors babies' and children's temperatures up to the age of five.

It clips to the baby's nappy and has a high/low alarm, which beeps when the body temperature goes above or below a pre-set level. Contact Highford Medicare Services on 0171 629 0759.

Lewis Woolf Griptight has launched the Griptight Savers range of budget baby care essentials, including bottles, teats, soothers and feeding equipment.

Colgate-Palmolive has teamed up with Cow & Gate to offer parents advice on caring for their baby's teeth. A booklet, entitled 'Looking after your teeth', will be sent to 150,000 mothers of six-month-old babies, which will include money-off vouchers for My First Colgate toothbrush and toothpaste.

Quest has added a range of brightly-coloured feeding bottles to its NUK range, each fitted with an orthodontic teat. Designs include clowns, bears, zoo animals and sea creatures. "The NUK teat was designed by an orthodontist to simulate breastfeeding as closely as possible," says Peter Moreton, national accounts manager at Quest. "The unique shape encourages the baby's tongue and jaw to work in the same way as during breastfeeding to help the correct mouth, tongue and jaw motions for good jaw development."

Ileinz has made its debut in the non-food baby market with the launch of a range of feed accessories. Baby Basics is designed for babies of four months and over. All the products use the new soft-touch Flexisof plastic.

Panadol Night Product Information.

Presentation: Green film coated capsule shaped tablets embossed 'PN' on one face, containing Paracetamol Ph Eur 500mg and Diphenhydramine Hydrochloride Ph Eur 25mg. **Uses:** Short term treatment of bedtime pain, where pain is causing difficulty in getting to sleep. **Dosage and administration:** For night-time use only. **Adults:** Two tablets, twenty minutes before bedtime. Do not exceed the stated dose. Consult a doctor if symptoms persist for more than 7 nights. **Children (under 12 years):** Not recommended, except on doctor's advice. **Contraindications:** Known allergy to ingredients; porphyria; glaucoma; should not be used during an asthma attack. **Precautions:** Use with caution in patients with severe hepatic or renal impairment, epilepsy, prostatic hypertrophy, urinary retention, pyloro-duodenal obstruction, myasthenia gravis, severe cardiovascular disease, asthma, chronic pulmonary disease. Not to be taken concurrently with other products containing antihistamines, other paracetamol containing products, other sedating drugs or alcohol. Caution required in patients taking tricyclic antidepressants, MAOIs, metoclopramide, domperidone, cholestyramine, anticoagulants. Avoid in pregnancy and lactation unless advised by a doctor. Do not drive or operate machinery or drink alcohol. **Side effects:** Elderly more susceptible. Hypersensitivity including skin rash; rare reports of blood dyscrasias (not necessarily causally related) and jaundice; sedation; antimuscarinic effects including dry mouth, urinary retention, blurred vision, thickened respiratory tract secretions and chest tightness; transient bradycardia, tachycardia in high doses. Headache, photosensitivity; G-I disturbances, psychomotor impairment occasionally.

Legal category: P.

Product licence number: 00071/0423.

Product licence holder:

SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BD, U.K.

Presentation and RSP:

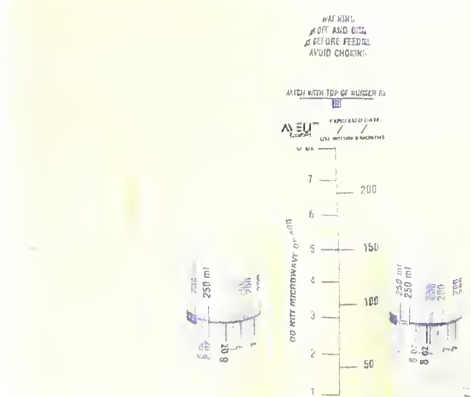
10 tablets £1.95, 20 tablets £3.15.

Date of preparation: September 1996.

SB SmithKline Beecham Consumer Healthcare

SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BD, U.K.

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Cannon has improved its Avent Disposable Breast Milk Storage Pack with the addition of sealing clips and date stickers

SB

a new

STAR

in pharmacy analgesia



new
Panadol[®] Night

Contains Paracetamol and Diphenhydramine

Eases pain gently to sleep

Over 30% of adults suffer pain at night which disrupts their sleep¹. Pain like migraine, backache, toothache and period pain.

New Panadol Night is an innovative combination of paracetamol and diphenhydramine which eases pain gently to sleep.

Exclusive to pharmacy and supported by a £2.3m marketing spend, it's what your customers have been waiting for. Available now.

Decision-time in an idyllic English country garden

A village pharmacy set in idyllic countryside, with no competitor for miles around, should present few worries. But it has limitations and there is room for improvement, as John Kerry reports

Where would you like a practice if you had a free choice? Would it be perhaps in a village in the heart of the English countryside, surrounded by green hills and rich farmland – the nearest pharmacy in opposition several miles distant and not a town of any sort for ten miles? You'd know everybody by their first name and 99.9 per cent of the available prescription business would be yours. In the warmer months, the regular local business would get a boost as walkers, campers and sightseers visit the delightful area you have chosen to live and work in.

Just your cup of tea maybe? It was definitely that for Mr and

Mrs J when they were looking to buy a pharmacy five years ago.

They now have a pharmacy just like the one I described earlier, although it wasn't like that when they bought it in 1992.

They have realised the potential that they recognised then and are looking to move the business forward. As often happens in such a situation, the previous owner had failed to invest in the shop, probably believing that the local population had no choice but to patronise the only pharmacy for miles around.

The Js bought the business in September, 1992, when the gross turnover was \$250,000 and the dispensary handled around 1,850 items per month. Friendly, efficient and professional service was the order of the day for the first year, coupled with good retail management techniques, which helped to add \$12,000 to the turnover (up 5 per cent).

Their first major capital expense – in November, 1993 – was to expand the sales area and introduce a modern refit. And, by the end of the second financial year, their takings had risen \$30,000 (up 11.2 per cent).

Year three shows a gain of \$22,000 (7.6 per cent) and,

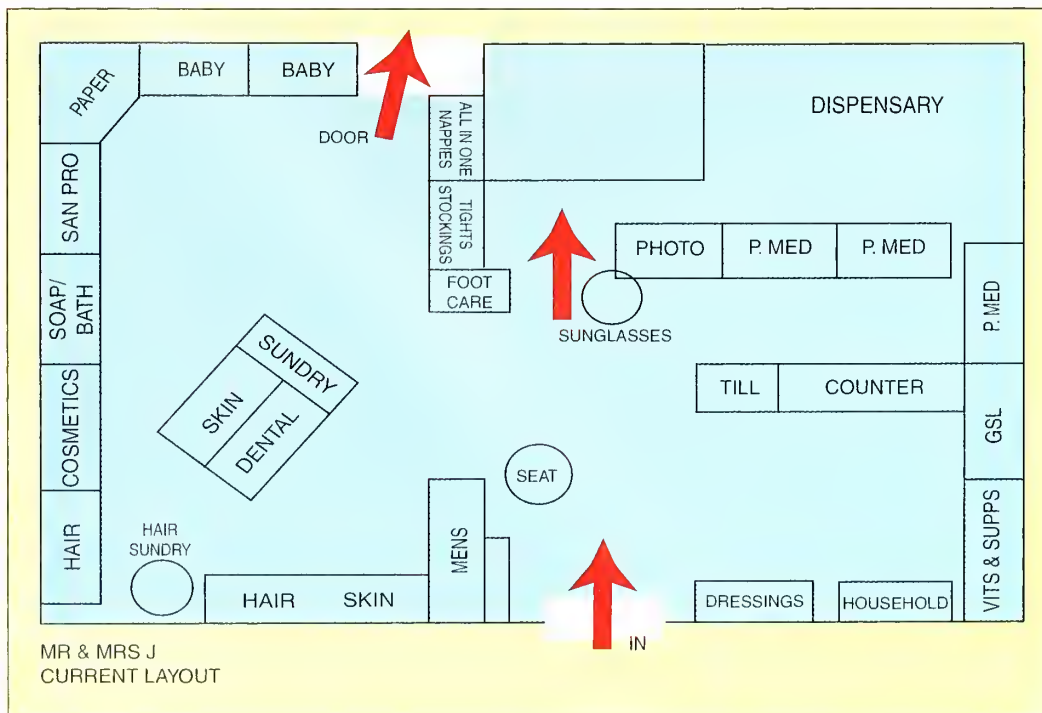
Trading and profit and loss

Sales	267,458	297,430	319,569
Opening stock	32,279	33,651	27,432
	198,074	217,243	235,502
	230,353	250,894	262,934
Closing stock	33,651	27,432	25,808
	196,702	223,462	237,126
Net profit	70,756	73,968	82,443
Bank interest received	859	195	273
	71,615	74,163	82,716

Less: expenses			
Wages and NI	22,002	25,357	28,162
Stocktaking fees	629	244	232
Rent	4,000	4,000	4,000
Rates	1,059	586	1,118
Light, heat, water	693	1,069	1,033
Insurance	846	1,134	879
Motor car expenses	1,050	1,119	873
Repairs	253	12,167	179
Equipment maintenance	828	828	2,683
Telephone	463	347	393
Printing, stationery, adverts	686	762	627
Subscriptions	262	192	108
Bank loan interest	6,059	5,628	5,232
Bank charges	1,746	970	867
Accountancy	1,350	1,207	1,250
Professional fees	240	-	564
Cost of lease	207	-	-
Cleaning and sundries	574	562	414
Depreciation: car, fixtures/fitings	1,000	750	550
	1,209	1,930	1,895
	45,156	58,852	51,059
Net profit for year	26,459	15,311	31,657

Year end August 31

1993	1994	1995
267,458	297,430	319,569
32,279	33,651	27,432
198,074	217,243	235,502
230,353	250,894	262,934
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26,459	15,311	31,657



although still a healthy plus, was somewhat disappointing for the proprietors. They expect their turnover to rise by 6 per cent this year, which is again lower than they would like. It would be easy to dismiss this progress as 'no big deal', particularly bearing in mind that increasing the sales area and refitting the shop cost \$16,000.

On the surface, the Js appear to have borrowed heavily to buy a 'small' pharmacy and spent half of their first year's profits on improvements, yet all that investment has increased their turnover merely a few points above inflation. A lot of hard work and time was spent to get the takings up to their present level.

Of course, this was never going to be an easy job for the Js because, quite simply, the scope wasn't there in the first place. A much bigger shop would probably have given them the space to

Breakdown of counter sales

	Sales £		Age of stock (%)
OTC medicines/healthcare	28,000	27%	18%
Toiletries	21,000	20%	29%
D&P/photographic	15,000	15%	5%
Food/drink	8,000	8%	12%
Baby care	6,000	6%	5%
Sanpro	3,500	3.5%	3%
Foot care	2,000	2%	1%
Cosmetics/beauty care	4,500	4.5%	15%
	86,000		
others	16,000	16%	12%
Total	102,000	100%	100%

create greater turnover, but it isn't possible on this site. On either side are thriving businesses. Anyway, you don't knock through 24-inch stone walls, even if there was space on the other side.

Another limitation is the region. The Js cannot find new patients to dispense to because they have got them all. To be precise, they provide a prescription service to the 1,600 patients in the village, who live within the qualifying boundary. Those who don't, plus everyone from surrounding villages, obtain their prescriptions from their dispensing GP practices.

No grow area

So the Js don't have much scope for increasing their retail sales. It's a small shop that cannot grow any bigger and the only hope for the script side is a new housing estate. The chances of that happening are about the same as the local pork farmers' livestock qualifying for a British Airways' pilot training course.

As there are many locations that are less desirable, and because the gross profit was healthy, the Js decided to improve the pharmacy's efficiency by lowering their costs and stock levels.

Good training and experience is invaluable; fortunately, the Js have both. For example, the pharmacist of the two spent many years with a large multiple chain, while the other had learnt in the 'school of hard knocks', running a sub post office store, where overstocking and over-staffing equal bankruptcy.

EPoS systems are not normally considered viable for a pharmacy of this size, where two-thirds of the turnover is NHS. Shop sales of \$100,000 do not warrant an EPoS system, bearing in mind the capital cost involved in setting one up.

At least EPoS should make an immediate impact on the Js' stock level. It was installed in December, 1991, and by August last year, the stock had been reduced by more than \$6,000. Surely, you are asking, EPoS

couldn't be responsible for such a large saving? You're right. As they installed EPoS, the Js took on their wholesaler's stock and merchandising system. In the first year, EPoS saved them stock worth \$2,000 and another \$1,000 per annum was saved over the next two years. In addition, they saved \$1,750pa in wages, simply because they had eliminated manual stock counting and ordering.

It is quite clear that EPoS in this pharmacy has paid for itself and is adding at least \$6,000pa to the top line and more if an inflationary element is taken into account. No doubt other heralded benefits of an EPoS system – fewer dissatisfied customers and faster stock turnover – are being realised, but there's no data on this.

The situation is better than it looked at first – and it didn't look so bad then. However, the Js still have one big question on their lips: 'What next?' What they have so far has worked, but the improvements will run out of steam in a year or two. Can further significant changes be made to the business to boost the bottom line?

The right mix

They have not concentrated too much on stock ranges and merchandising over the past four years. Have they got the right products for the population they serve and have they given them sufficient shelf space?

The figures here look good – the stock turn of the front shop is four times a year, and that for OTC medicines and healthcare is 5.5.

At first glance, cosmetics and beauty care seem to be letting the side down, but a 75 per cent gross margin puts the stockholding into perspective. Minor tweaks could be suggested, but they will make little difference. In any case, the situation is best left alone as toiletries enjoy a good share of the turnover, and because EPoS allows the Js to sell these products at full margin.

One might suggest new, high-margin ranges, but there's no

room to merchandise a substantial range of anything.

What do you do with a business that is going better than inflation, that is giving a 10 per cent gross profit, and that is providing a decent living in a near idyllic location? Nothing. It's all been done.

Second attempt

However, other strategies have to be considered because the Js need new challenges and they want to improve their income. They make a good team and they would probably be equally successful if they applied their skills and experience to a second, similar business. Yes, this does mean more worries, more debt and less sleep, but their personal and business objectives will be realised.

Another more attractive option is to sell a thriving concern and start again. After all, there's a good chance that they will not only pay off their loans but they will make additional capital from the sale. The next purchase must have more scope for expansion than the current business, otherwise the limits will be reached too quickly again. If the Js can find a much more run-down business in a 'town' with several thousand inhabitants, where there's room to physically expand the shop, they will have a good base to start afresh.

True, many owners of pharmacies in rural locations would be delighted to be in the Js' situation. The Js would be the first to point out that their success is not due to a few well selected bolt-on systems and improvements – a lot of good management and time was also needed. And, yes, other pharmacies in similar situations could benefit from similar investments, provided they're managed properly.

In two years or so, the Js may be running a bigger pharmacy and looking forward to exciting growth challenges. What will their next front door open to? Rolling hills and grazing sheep or container lorries and snarling street dogs?

Lemsip's 12 Weeks of Christmas – Week 2

Welcome to Week 2 of the Lemsip 12 Weeks of Christmas. This week's early Christmas present from the makers of Lemsip to five lucky pharmacists is the chance to win brand-new pharmacy coats. We'll even personalise the coat with the name of your pharmacy.

As the winter season heats up, consumers will be coming into the pharmacy to ask advice on which products to take for their cold and flu symptoms. Why not recommend Lemsip Flu Strength Pseudoephedrine Formula, the first Pharmacy-



only hot lemon drink, containing paracetamol and pseudoephedrine, which ensures effective relief from the symptoms of flu and heavy colds, without causing drowsiness? Wearing your personalised coat will make sure the customer knows you as the pharmacist!

To win a coat, simply answer the following question on Lemsip Flu Strength Pseudoephedrine Formula and send it on a postcard to: Lemsip/Chemist & Druggist Competition, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW by November 2.

Q Which ingredient in Lemsip Flu Strength is a clinically-proven decongestant and what is its dosage in each sachet?

Lemsip Flu Strength Pseudoephedrine Formula is a soothing hot drink, which, when taken orally, relieves flu symptoms, fast and effectively. Lemsip Flu Strength comes in the traditional pleasant-tasting Lemsip hot drink formula and is easily recognisable in its familiar green and yellow Lemsip pack. As with all the products in the range, Lemsip Flu Strength comes with clear on-pack information. You will find that the packs are divided into sections on the back, illustrated with symbols, to help see facts and figures about dosage and ingredients at a glance. There is also a Freepost address and Freeline telephone number for customers to contact with comments or enquiries.

See you next week, watch this space! Lemsip Flu Strength is manufactured by Reckitt & Colman Products, Hull HUS 7DS from whom further information is available on request.

Rules 1 The competition is open to pharmacists only. 2 Only one entry per person written on a postcard will be accepted. 3 The competition is not open to employees of Reckitt & Colman, Miller Freeman or their agencies or relatives. 4 Entries received after November 2, 1996, will not be eligible. 5 The first correct entry drawn at random after the closing date will be awarded the prize as stated. 6 The judges' decision is final and no correspondence will be entered into. 7 Reckitt & Colman reserves the right to use any submissions for future publicity. 8 No cash alternative will be offered.

Burr joins PRS

RPSGB Council member Andrew Burr is joining Practice Resource Systems, the company launching the pharmacy-GP computer system 'Health Plus Manager' (*C&D* September 28, p416). As director of professional services, he will be responsible for the development of disease management programmes and pharmacy services. Mr Burr currently works for Mid-Glamorgan HA.

Serial dispensing reminder

The SPGC is reminding contractors that a direction to dispense a prescription serially must be initiated by the prescriber. If a rubber stamp is used, the prescription must be initialled by the prescriber. If the pricer is in doubt, the script will be returned for the prescriber's signature.

A new force ...

A new force in the NHS is planned with the merger by April, 1997, of the National Association of Health Authorities and Trusts (NAHAT) and the NHS Trusts Federation. The confederation, yet to be named, will represent purchasers and service providers, but will be able to represent trusts or health authorities individually, where appropriate.

LPC on the move

Lambeth, Southwark & Lewisham LPC has changed its address. The new address is Suite 258, Southwark House Business Centre, Southbank House, Black Prince Road, London SE1 7SJ. The telephone and fax number is 0171 793 4258.

Bound and gagged

A pharmacist and her colleague were bound and gagged in a raid on an Edinburgh pharmacy last month. Two men with knives entered the McDermaid pharmacy just after the store opened and demanded the contents of the CD cabinet be emptied into a plastic bag. They then bound and gagged the pharmacist and the pharmacy owner before making off with the drugs and cash.

Forth Valley

Residents in the Forth Valley area are being asked by the Local Health Council about their awareness of pharmacy services. Some 750 people have been contacted over the past month to see how aware they are of pre-payment certificates and how to dispose of unwanted medicines.

The 'New Age' moves ahead

The Royal Pharmaceutical Society's Council approved proposals for taking forward the 'New Age' project at its September meeting

A draft list of topics is being prepared for discussion at the next Council meeting. A 'New Age' briefing pack was among measures approved for communication with members. A further presentation will be made to Council in March and a Council 'away day' will be held in April to review progress.

A motion from Hemant Patel was carried, that the welfare of existing community pharmacists should be considered in relation to strategy development.

John Ferguson, secretary and registrar, assured Council that the Government and civil servants will be kept informed of developments arising from the 'New Horizon' document.

The Society is to meet chief pharmacists from the health departments in England, Scotland, Wales and Northern Ireland, and will participate in a meeting on the Government's 'Primary care' document.

Prescription collection Council has approved an addition to the Code of Ethics guidance stating that pharmacists who operate prescription collection services should ensure that they only collect prescriptions that they have been authorised to dispense.

The addition follows reports of prescriptions being inadvertently sent to the wrong pharmacy, resulting in confusion and inconvenience.

DoH listening process Community pharmacy representatives met the Department of Health on September 27 to discuss the 'Primary care' document. The DoH's John Thompson

said no additional funding should be assumed, but the primary care sector might gain a larger share of total resources. He said there were two funding streams: Part II funding was ring-fenced for community pharmacy services and was thus secure.

Within Part I funding (the hospital and community services budget) there was a potential for contracts with independent contractors, but funding would be provided only if a service was better and more cost-effective than any alternative.

If the definition of 'pharmaceutical services' was extended within the current legislation, additional services provided as a result would have to be funded from Part II.

He made it clear that the Treasury would want savings made from repeat dispensing projects but acknowledged that there had to be incentives to provide high-quality care and certainly no disincentives in any remuneration system.

The profession's representatives pressed for funding that would allow continuing professional development activities during working hours, and pressed the Department to ensure that pharmacies were included in the NHS information technology network, with funding available to contractors for computerisation.

Patient packs The Department of Health wants to progress the patient pack initiative as soon as outstanding matters have been resolved. The patient pack working group was meeting on October 7 to review the position.

Competition law The Society is responding to the Department of Trade's proposals to amend competition law. The draft Competition Bill would change the legislation under which the Resale Price Maintenance of OTC medicines was permitted.

The Society will also highlight its inability to publish suggested fee scales for dispensing private prescriptions, which means the public often has no idea what price will be charged.

Society's activities Council has agreed to a review of the Society's core activities and voted to engage consultants to help set priorities and analyse tasks for the coming year.

Statutory fees The PSNC and NPA have objected to the proposed increase in premises registration fees. The increase will probably be less than the proposed 3.8 per cent, leaving a shortfall of some thousands of pounds in the Society's income against that forecast for 1997.

Paracetamol to GSL Letters are to go to the health minister, public health directors and coroners expressing concern at proposals to further deregulate paracetamol products.

Employees' organisation The Society is to sponsor a meeting to enable employee and locum pharmacists to decide whether to form an independent association to cater for their needs. The meeting will be in the afternoon of November 17 at a Birmingham hotel.

Practice Resource Systems Council made it clear that neither the Council nor Society staff had approved the Health Plus electronic communications system between surgeries and pharmacies.

PROs advised about Overcount and abuse of OTC medicines

Publicity about claims that over the counter medicines are addictive has prompted the Royal Pharmaceutical Society to issue advice on dealing with press enquiries.

All Society branch PROs are to be instructed about Overcount, a Dumfries-based group, which is calling for greater awareness to be made of potentially addictive OTC medicines.

The group, set up to support people who have become addicted to OTC medicines, believes that pharmacists are not doing enough to draw attention

to the "addictive potential" of OTC medicines or to prevent their sales to abusers.

Beverly Parkin, the Society's PR chief, has provided branch PR officers with advice on how to respond to enquiries from the media. She recommends that pharmacists should not agree to any interview without first contacting the Society.

The Society's position on OTC medicines which might be open to abuse is to be set out in a new document along with the preventative actions that pharmacists should take.

BPSA calls for compulsory pre-reg code of practice

The British Pharmaceutical Students' Association is calling for a compulsory code of practice for pre-registration recruitment.

The BPSA is concerned that the newly-revised voluntary code allows only three days grace for deciding whether to accept placement offers, compared to 14 days in previous versions.

The BPSA warned the Royal Pharmaceutical Society last week that employers are beginning to make informal pre-registration offers to students before they have started their final year at college. The BPSA is also seeking mandatory continuing professional development.

Unichem launches community scheme

Unichem is launching a pilot scheme this month – 'Community Pharmacy' – that aims to turn independent pharmacies into local centres for healthcare advice.

The scheme will encourage consumers to ask pharmacists for health advice, which should raise the local profiles of independent pharmacies and increase their customer throughput.

The accessibility of independents and the time they have to give discreet, professional advice are their strongest weapons against the impersonal supermarkets, according to Unichem.

About 100 pharmacists will take part in the pilot and Community Pharmacy is expected to go nationwide in January.

Unichem's area managers will recommend pharmacies to join the scheme. Alternatively, pharmacists can approach Unichem by speaking first to their account development managers.

Peter Skinner, Unichem's marketing controller, says membership will be restricted to pharmacists with good professional standards. Unichem will process recruitment applications as soon as it can, he adds.

The company says a 'think tank' of pharmacists it set up about 18 months ago played a 'fundamental role' in developing the scheme.

The name, Community Pharmacy, reflects research that suggests 33.2 per cent of consumers feel they can ask pharmacists for health advice, whereas 21.3 per cent only said the same for 'chemists'.

Unichem's support package includes merchandising equipment that emphasises the member's quality service. This includes a customer service charter, which outlines six services the pharmacist provides, ranging from healthcare advice to value for money.

The company will also target promotions at selected members. It says this approach will be far more effective than its original policy of including all its customers, irrespective of whether the promotion would suit them.

It is setting up a database of pharmacies around the country to help its targeting. About 1,500 detailed questionnaires have been sent out, each of which has 38 questions, ranging from the outlet's ratio of private brands and own-brands to the main age band of its customers. Another 500 will be sent out soon.

Members will also have community care price card wallets, which they can hang on their windows to highlight the latest promotions. The cards will cover about 120 core range items.

Such promotions will be supplemented by local advertising, door drops and community sponsorship schemes.

Unichem is also conducting trials with leading suppliers, including Procter & Gamble's skin care division, to find out the most effective ways of using their planograms.

Manufacturers will be able to offer special promotions for Community Pharmacy members, although Unichem stresses these will also be offered to its Gold-partner members.

"We cannot stop the erosion of OTC sales to supermarkets, but we can increase consumer flow and increase their impulse and distress purchases. These purchases play an important part in any mass market. Through that, we can maintain and maybe build up some of that business," says Mr Skinner.

● Unichem has acquired three pharmacies, Coulson and Fisher in Cambridgeshire, E Johnston in Harleston and a Plumstead-based outlet of C Jaypharm, for its Moss chain.



Peter Black pays £2.5m for Gerard House

Peter Black Healthcare is expanding its stake in the UK natural healthcare market with the acquisition of Gerard House for £2.5 million.

Gerard House, a subsidiary of Scholl, manufactures and distributes licensed and unlicensed herbal medicines, essential oils and aromatherapy products to community pharmacies and other retail outlets. It reported a turnover of £2.5m for the year to December, 1995.

Peter Black, trading as English Grains Healthcare, produces vitamins, minerals, dietary supplements and herbal remedies. Its portfolio includes Red Kooga and Folic Plus.

The two companies are expected to be integrated in the new year.

Meanwhile, Scholl Consumer Products will continue to sell and distribute Gerard House's brands on behalf of English Grains. Pharmacists are advised to place separate orders for Gerard House and English Grains' products until they hear from Peter Black.

Probation for bogus pharmacist

A drug addict's girlfriend, who duped Martindale Pharmaceuticals into sending her cocaine and heroin, has been sentenced to two years' probation at Portsmouth Crown Court.

Rachael Salbstein, who told Martindale she planned to open a pharmacy, received class A drugs worth \$1,154 in just under a month after placing orders under a false name.

She says the drugs were used to feed her boyfriend's habit and to stop him buying from dealers.

Martindale, the court heard, failed to check if Ms Salbstein was a qualified pharmacist or whether she was entitled to be sent the illegal drugs.

Judge David Selwood says the company's failure is inexcusable. "It was clearly the most appalling breach of safety procedures which ought to have been applied."

A spokesman for Martindale said after the case that it had submitted a report to the Home Office, but declined to comment further.

Tim Astill, director of the National Pharmaceutical Associ-

ation, says he was surprised that a respectable company like Martindale was fooled in this way.

The court heard that Ms Salbstein got her idea from a TV programme about setting up a pharmacy and was surprised by how easy it had been to con Martindale.

Ms Salbstein found the names of drug companies in the Yellow Pages and she learnt the drugs' generic names to sound like a trained pharmacist.

She ordered cocaine paste, a heroin derivative and morphine sulphate.

Peter Clement, the prosecutor, told the court that Ms Salbstein tried to con two other drug firms but they became suspicious and called the police.

The crunch came when, just over a year ago, C&D warned about a bogus pharmacist who called herself G M Pullen.

Ms Salbstein was caught out when an employee at Martindale spotted the article and contacted detectives.

Ms Salbstein admitted seven charges of obtaining property by deception and supplying drugs.

Innovex set to make Haigh worth £300m

Innovex, the privately-held contract pharmaceutical research company founded by UK pharmacist Barrie Haigh, is to be bought by the US contract research group Quintiles.

It is believed that Mr Haigh has a 55 per cent shareholding in Innovex, which would be worth \$300 million if the sale goes ahead.

Mr Haigh, who is a board member of the Association of British Pharmaceutical Industry, founded the Buckinghamshire-based company in 1979. It provides research facilities for pharmaceutical manufacturers who would find in-house research too expensive.

With the Innovex alliance, Quintiles would be able to expand its full-service capabilities beyond drug development and offer its customers sales and marketing services.

Mr Haigh would serve as vice chairman of the combined company, which would be chaired by Dennis Gillings, who would also continue as its chief executive officer.

Bid uncertainty hits Lloyds

The uncertainty caused by the two competing bids for Lloyds Chemists has made its impact on the company's annual results released on Wednesday.

However, chairman Allen Lloyd says he is not aware of any difficulties arising from the conditions laid down by the Monopolies and Mergers Commission, and expects the necessary undertakings by Unichem and Gehe to be finalised by October 18.

Group profits before losses on disposal of fixed assets (amounting to \$2.5 million) and tax are down from \$54.4m in 1994-95 to

\$49.5m. Fully-diluted earnings per share have fallen from 29.3p to 23.85p, although the net dividend is up 0.2p to 10.4p.

On the plus side, gearing has been reduced from 43 to 33 per cent. Nor did the impact of the bids hold back sales growth.

Group turnover for the year to June 30 was up 5 per cent from \$1,081.5m to \$1,135.5m, with increases across all the core business. Overall sales performance was affected by the planned closure of over a third of drugstore outlets. Turnover in this division fell by 32.1 per cent.

Chemist division turnover rose 5.4 per cent from \$483.7m to \$509.6m with like for like growth of 4 per cent. However, margins were not maintained and profits fell to \$43.1m from the previous year's \$45.1m. Over 140 stores were refitted during the year and new window displays installed in 628.

The pharmaceutical division suffered most from the uncertain climate. While external turnover rose 7.7 per cent from \$351.4m to \$378.5m, operating profits were \$13.2m, a fall of \$2.8m from the previous year.

The Holland & Barrett health food business posted record profits, up 7.5 per cent to \$7.8m on a turnover up 17.5 per cent to \$90.6m. Forty-two new stores opened during the year, taking the chain to 393.

The veterinary division boosted turnover by 16.6 per cent to just over \$100m, with operating profits at \$4.2m.

A profits warning issued on July 9 had indicated that group profits in the second half would be adversely affected by the uncertainty and costs associated with the bids. It is now more than eight months since Unichem announced its first offer.

"With the prospect of the lengthy bid process reaching a climax in the near future, the board believes its strategy of focusing on profitable and growing sectors of the retail, pharmaceutical and veterinary markets is sound, and this has been clearly demonstrated by the values placed on the company by Gehe and Unichem," said Mr Lloyd.

The current year has started well, he added, with sales growth across core businesses.

Effective decision

Paul Hayter and Mari Odell, former sales and trade marketing managers at Whitehall Laboratories, have formed a field marketing company, called Effective Promotion Management. The company specialises in sales and promotions for healthcare brands across all trade sectors. Tel: 01732 872644.

Boots generic inhalers

Boots the Chemists is replacing Glaxo Wellcome's Ventolin and Becotide inhalers with its 'own-brand' generic versions. Boots' versions are produced by Baker Norton and reflect its long-running programme to introduce a wide range of own-label generics. The company says it is also reacting to market forces because doctors are increasingly prescribing generic drugs.

Numark hits 940

The recent expansion of Numark's wholesaler network with the appointment of Norchem and Philip Harris Medical has helped boost membership to a record level of 940. Shareholders have received second quarter rebates averaging £200 per pharmacy, a return of 167 per cent on the quarterly management. Total rebate on membership for the months April to June was £180,276, compared to £53,385 for the same period in 1995.

Seton acquires Cymalon

Seton Healthcare has acquired Cymalon, Smithkline Beecham's OTC cystitis brand, for £3.5 million. The company has also acquired Woodward's in the Far East for £3.5m. The latter, owned by the London International Group, reported an operating profit of £1.3m on sales of £2.3m for the year to March 31.

Sanofi sues Brunner Mond over Panadol

Sanofi Winthrop is suing Brunner Mond, a supplier of chemical filter products, for more than \$348,000 after a number of Panadol Soluble tablets effervesced in their packaging.

The company has issued a High Court writ against Northwich-based Brunner for breach of contract.

Sanofi's writ says it ordered a test sample of anhydrous sodium carbonate from Brunner last summer to scavenge moisture from the tablets.

Sanofi says the sample worked and it ordered 10,000kg of the chemical to be used as an ingre-

dient in Panadol Soluble.

However, the company noted later that tablets containing the chemical were effervescing in their packaging, making them useless.

Detailed analysis allegedly revealed that the chemical Brunner supplied did not correspond to the tested sample.

Sanofi's claim for damages, plus interest, covers the costs of producing the faulty tablets, storing them, investigating and disposing of them.

A date for the hearing had not yet been fixed as C&D went to press.

Xenova seeks UK listing

Slough-based biotechnology company Xenova plans to raise \$25 million through a UK listing next month.

The company specialises in developing drugs from natural resources. Although it was established in 1987, Xenova is better known in the US, where it is quoted on Nasdaq. Its US capitalisation is estimated at \$60m.

Louis Smit, the company's chief executive, says the money will partly fund the development

of its leading product XR5000, which is designed to make existing cancer chemotherapy more effective. The drug has completed its Phase I trials and is about to start Phase II. Xenova will also develop XR9051, a cancer treatment.

Overall, the company is having pre-clinical trials for five drugs. In the past five years, Xenova says it has identified 318 potential drugs by using modern screen technology.

COMING EVENTS

TUESDAY, OCTOBER 15

Oxfordshire Branch, RPSGB

Report on GP/pharmacist liaison project. Postgraduate Medical Centre, John Radcliffe Hospital, at 8.00pm.

Wirral Branch, RPSGB

'Skin cancers - their prevention and treatment' by Dr S I White. Postgraduate Centre, Clatterbridge Hospital, Wirral, 7.30 for 8.15pm.

Harrow & Hillingdon Branch, RPSGB

'*H pylori* - an update' by Dr Kate Tongue, senior registrar, NPH. Clinical Lecture Theatre, Northwick Park Hospital, 7.30 for 8.10pm.

East Metropolitan Branch, RPSGB

'Advances in the management of acute myocardial infarction' by Dr A Timmis, consultant cardiologist. Wanstead Library, Spratt Hall Road, Wanstead, London E11, 7.30 for 8.00pm.

WEDNESDAY, OCTOBER 16

Slough Branch, RPSGB

Continuing education series - 'Pain'. John Lister Postgraduate Medical Centre, Wrexham Park Hospital, Slough, 7.30 for 8.00pm.

Buckinghamshire Branch, RPSGB

'Sexual health promotion' by M Lynch, Buckinghamshire HA. George Rumble Room, Wycombe General Hospital, High Wycombe, 7.30 for 8.00pm.

THURSDAY, OCTOBER 17

Bedfordshire Branch, RPSGB

'Prostate disease and the work of the Prostate Assessment Centre, Bedford'. Conference centre at Silsoe College at 8.00pm.

North Staffs Branch, RPSGB

'Disaster medicine' by M V Prescott, senior lecturer/consultant, emergency department. Small lecture theatre, North Staffordshire Medical Institute, Hartshill, Stoke-on-Trent, at 8.00pm.

ADVANCE INFORMATION

The tenth annual **North West National Pharmaceutical Association** conference will take place on **November 17**, at the Lord Daresbury Hotel, near Warrington, Cheshire.

Quest Vitamins is continuing its nutrition seminars. **October** dates and venues are as follows: **16 and 29**, Birmingham; **17**, Kendal; **30**, Chelmsford. For more details contact Quest on 0121 359 0056.

The Society of Cosmetic Scientists, in conjunction with the **Institute of Chemical Engineers**, is supporting a lecture, 'A novel approach to the manufacturer of toiletry and pharmaceutical emulsions', at the Four Seasons Hotel, Manchester, on **October 16**.

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European pharmacy's wedding of the year

A perfectly ordinary English summer wedding, you might think. But guests of pharmacy technician Kari Ilse Cann, née Clawson, represented European pharmacy *in extremis*.

They included a former president of the Norwegian Pharmaceutical Society, as well as pharmacists from Sweden, Denmark, Finland, Holland and Britain.

The reason for this influx of European guests was that, while the bride's grandfather, Leonard Minter, was managing the Boots' store in Canterbury, he hosted several International Pharmaceutical Student Federation exchange students.

Mr Minter's daughter, Patricia Clawson, thought that the scheme was such a good idea that, when she graduated from Leicester School of Pharmacy,

she continued the tradition. Her first exchange student, Bjarne Fjalland from Denmark, visited her at her Leicester pharmacy in 1966.

After the Clawsons moved to Norfolk, more exchanges followed, with students from Canada, Spain, Austria, Turkey, France and the Czech Republic all spending some time in the Clawson pharmacy.

"It is sad that as we no longer run our own pharmacy, we can no longer host students, as there is nowhere for them to work," says Mrs Clawson.

So, if you are ready for a shortened wedding guest list, from the left are: Bjarne Fjalland from the University of Copenhagen; Monique Keiyk-Voss, a Dutch community pharmacist; Ilse Fjalland from the University of

Copenhagen; groom Robert Cann; bride Kari Ilse (Clawson) Cann, who is named after two of the guests, Kari Bremer, the former president of the Norwegian Pharmaceutical Society and former editor of the *Pharmaceutical Journal of Norway*, now responsible for regulating pharmaceuticals for the Norwegian government; Elisabeth Sundberg, Swedish regulatory affairs manager for Searle, covering Scandinavia and Iceland; the bride's mother and pharmacist Patricia Clawson; Per Bremer, who is responsible for monitoring radio-pharmaceuticals throughout Scandinavia; Kati Pouhula, a community pharmacist from Finland; Leonard Minter, former manager of Boots in Canterbury and the bride's grandfather.

Nikki becomes a Master presenter

Hospital pharmacist Nikki Dummer has been invited to present the results of her Master's degree in pharmacy practice to the 25th Annual Symposium on Clinical Pharmacy in Lisbon, Portugal.

Nikki, who works at the Princess Alexandra Hospital in London, researched the various sources of information used by GPs and hospital doctors in prescribing drug treatments to patients.

"My study involved 90 patients and came up with some ideas for improving the overall system to the benefit of patients," she says.

Her principal pharmacist, Mark Ashley, says: "While pharmacists working at teaching institutions in London may sometimes be invited to this event, it is extremely rare for someone working at an ordinary district general hospital to be so honoured."

Her travel is being sponsored by Baker Norton.

APPOINTMENTS

Oxford Glycosciences, the drug-discovery group, has appointed **Dr David Scopes** as director of chemistry. He joins from Glaxo Wellcome.

Nick Loan has been promoted to managing director of Bausch & Lomb UK. **Andrew Tasker** replaces him as commercial director of Vision Care. **Karen Norman** is now commercial director for the UK Eyewear division. She replaces **Bill Sotis** who returns to the US to take up his new position as vice president, marketing, US Sunglass Division. **Robin Hughes** becomes director of marketing, Europe, for Vision Care.

Professor Sir Colin Dollery, dean of the Royal Postgraduate Medical School, London, and pro-vice chancellor for medicine and dentistry, University of London, has been appointed as senior consultant, pharmaceuticals research and development, for Smithkline Beecham.

Stuart Simpson is Parfums Christian Dior's new regional managing director Europe, Africa and Middle East. **Roger Forcier** will succeed Mr Simpson as managing director of Parfums Christian Dior (UK).

Long-lasting lipsticks put to the test on breakfast television

Watch the BBC's 'The Really Useful Show' and you may spot a familiar face.

After writing an article in *C&D*

(August 10, p182), beauty editor Joanne Webb was invited to discuss long-lasting lipsticks on the new BBC1 programme. She

helped to put the lipsticks to the test using eating, drinking and kissing tests.

'The Really Useful Show' is replacing the 'Good Morning' programme after the demise of Ann and Nick. It is a broad-based consumer show and will air live five days a week, beginning on October 14.

Jo discussed new lipstick formulations and how they work with presenter Merrin Myatt. The interview should be seen within the next two weeks.

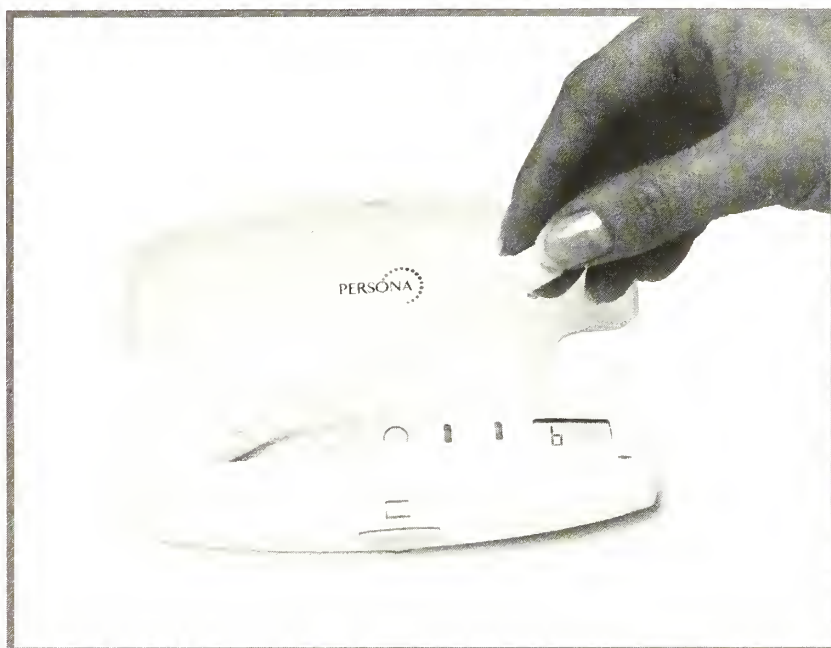
The piece was shot on September 21 in Egremont, Cumbria, on the day of the World Gurning Championships. Who better for the show's models to kiss?



'Really Useful' presenter Merrin Myatt with three likely-looking lads

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